

# 2024 MEDIA KIT

*Performing Arts News and Event Calendar*

## BROADWAY Here & There

### Digital Content Marketing and Promotions

[www.broadwayhereandthere.com](http://www.broadwayhereandthere.com)



Broadway Here & There • [www.broadwayhereandthere.com](http://www.broadwayhereandthere.com)  
A service of Green Room Promotions  
[info@greenroompromotions.com](mailto:info@greenroompromotions.com) • [www.greenroompromotions.com](http://www.greenroompromotions.com)



# EDITORIAL MISSION

*“All the world’s a stage...” - William Shakespeare*

## **Performing Arts Promotions and Marketing via News Articles, Press Release and Online Event Calendar**

Through content and promotional announcements right from the source – you! Broadway Here & There is a online magazine style resource and show guide to keep informed of entertainment and events suited for a wide spectrum of interests and lifestyle.

### **What makes us different?**

What is better than a banner ad? Marketing with rich media. Your media! You submit the stories, press release and marketing content. This is your opportunity to tell the audience what events and shows are coming up. Highlight your venue, organization, artists or your history. Short and simple or in depth...it's up to you. Include photos, video and links for interactive connection with your audience.

### **Our Website**

Content and events reach across the United States and beyond with our website's highly functional design, layout and features used by top magazine and news media companies. The site is mobile and tablet responsive for full result search optimization. Digital Content marketing campaigns are complete with engaging data and links that will be available on the web for up to two years.

- **Press Releases**
- **Native Advertising**
- **Program Overview**
- **Special Events**
- **Theatre**
- **Dance**
- **Opera**
- **Orchestra**
- **Festivals**
- **Television**
- **Special Appearances**
- **Music Release**

**...and more!**

### **Wait! There's more...**

In addition to promoting and sharing your articles, editorial information and events online, we will be present at events with give-aways, merchandise sales and promotions and much more to come!

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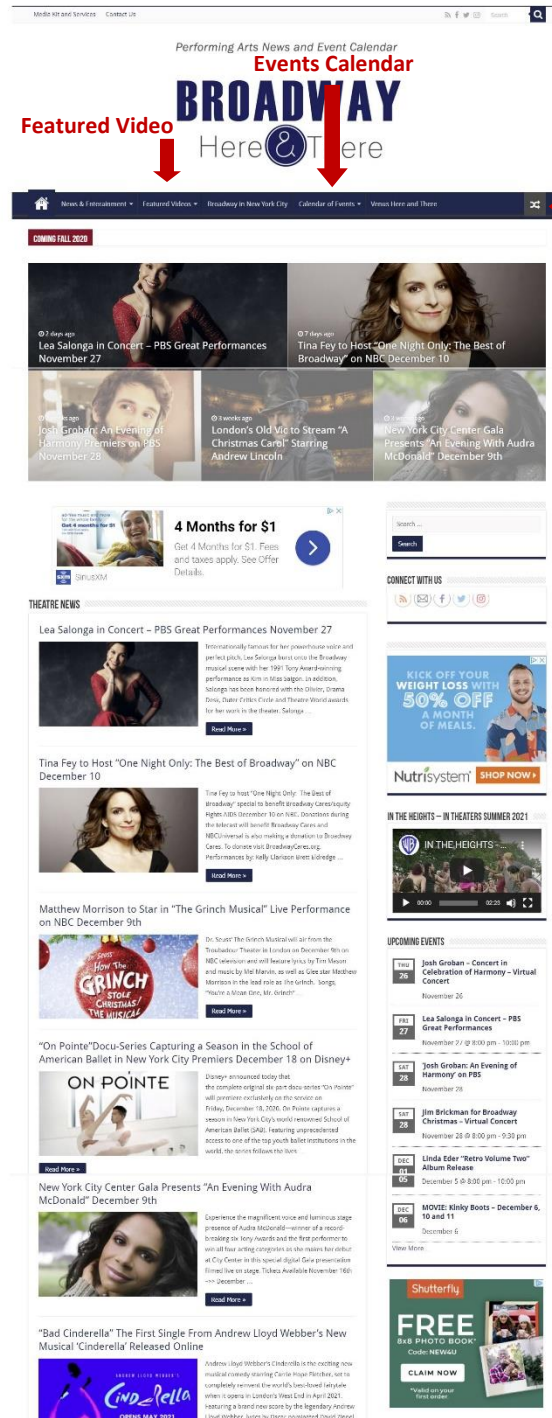


# DAILY WEBSITE and SOCIAL MEDIA PROMOTIONS

**All News/Article placements appear in various areas of the website at the same time!**

Spotlight	<ul style="list-style-type: none"><li>▪ Premium Space / Top of website placement</li><li>▪ Placement on lower portion of all Event Calendar listings</li><li>▪ Entertainment News placement</li><li>▪ Social Media promotions</li><li>▪ Available on various locations of the website</li></ul>
Entertainment News	<ul style="list-style-type: none"><li>▪ Entertainment News placement</li><li>▪ Social Media promotions</li><li>▪ Available on various locations of the website</li></ul>
Event Calendar	<ul style="list-style-type: none"><li>▪ Event Calendar placement</li><li>▪ Event listing on our Facebook EVENTS Tab (optional)</li></ul>
Video Feature	<ul style="list-style-type: none"><li>▪ Main navigation bar placement accompanying your article or event</li></ul>
Side Banner Ad	<ul style="list-style-type: none"><li>▪ Top / Side / Bottom placement options <i>Video or Image with links</i></li></ul>
eNewsletter	<ul style="list-style-type: none"><li>▪ Featured articles, events and side bar banner placements</li></ul>

# DAILY WEBSITE CONTENT PLACEMENT



**Spotlight Articles**  
10 Placements (2 rotating cycles) will appear at top website location for approximately 3 days (Most recent will display top left and move towards right as new articles are added)

**Banner Ad (above article list)**

**Spotlight Articles and Entertainment News Articles**

**Random Spotlight Articles**

**Side Bar Ad**

**Side Bar Ad or Video Ad**

**Events – Virtual Performances, Tour dates, Broadway openings, CD releases, etc.**

**Small or Large Ad**

**Large Ad (below article list)**