

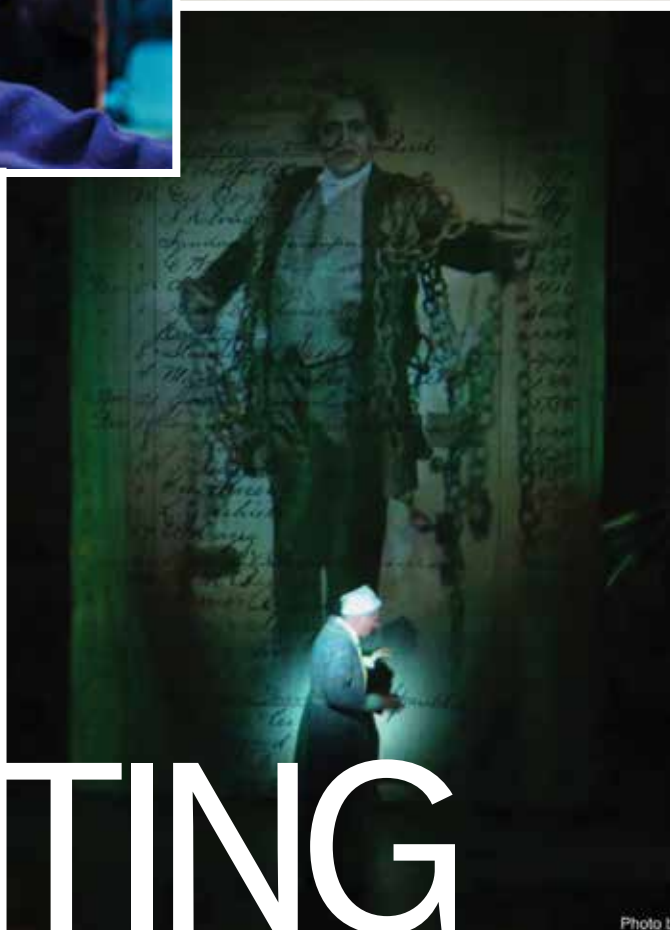
2018 / 2019
MEDIA KIT

THEATRE DESIGN
& TECHNOLOGY

usitt

Association for Performing Arts
& Entertainment Professionals





CONNECTING

the Performing Arts Design and Technology Communities

From academic institutions to product innovators, from students to industry expert technicians, USITT members represent an extraordinary array of visionaries who are collectively shaping the future of entertainment production. USITT offers several advertising opportunities for organizations involved in the theatre and technology profession, including *Theatre Design & Technology* magazine, USITT Annual Conference program, USITT website, and USITT Member Directory.

Advertising Contact: Scott Oser, 301-279-0468, scott@usitt.org

The flagship journal, *Theatre Design & Technology*, reaches 4,000 members and subscribers with each issue.

More than eight in 10 readers consider *TD&T* extremely effective/effective in meeting its mission to connect performing arts design and technology communities to ensure a vibrant dialogue among practitioners, educators, and students.



TD&T Reader Demographics

Functional Area

Technical production	19%
Scenic design and technology	16%
Lighting design and technology	16%
Education	15%
Costume design and technology	14%

Employer

College/university	58%
Professional theatre	14%

Age

<35	22%
55-plus	38%

Education

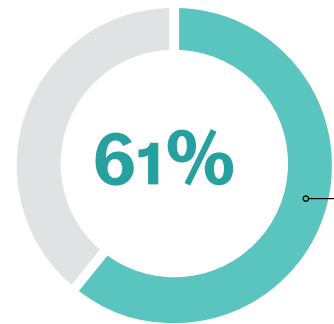
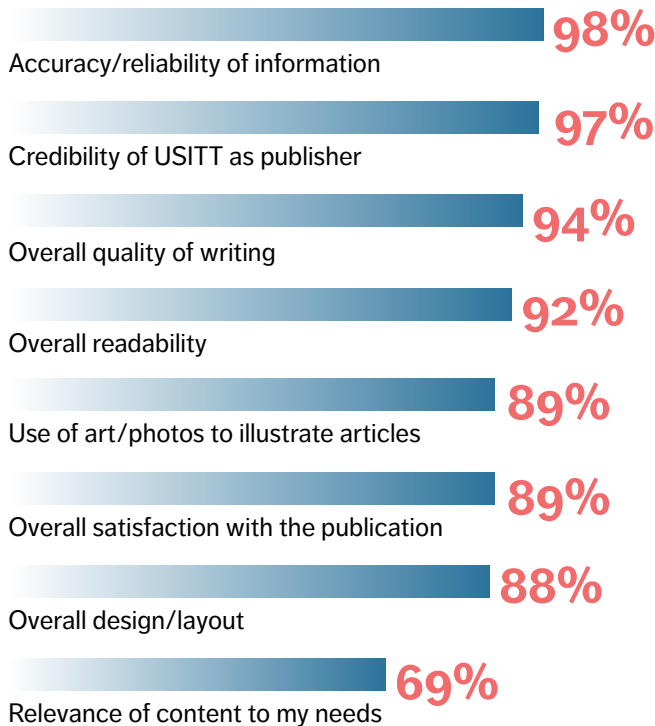
MFA degree	51%
BA/BS degree	25%

Geographic Location

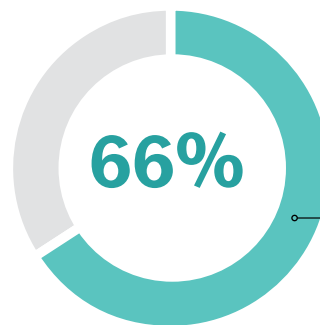
Domestic	97%
International	3%

Rating *Theatre Design & Technology*

RATE "EXCELLENT/GOOD"



61% of *TD&T* readers have used an article as a teaching tool



66% of *TD&T* readers have shared an article with a colleague

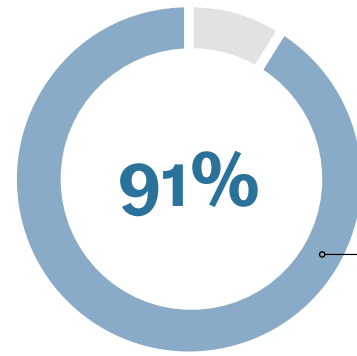
Research conducted by Stratton Media Strategies, 2017

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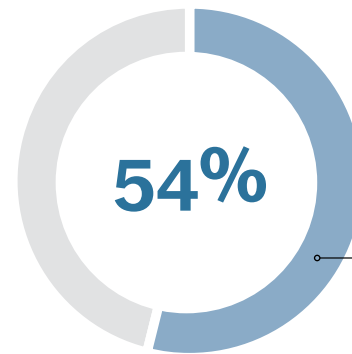
Topics of Interest to Readers

“Extremely Interested/ Interested”

Emerging Technologies	90%
Integrated Technologies (LED fabrics, etc.)	79%
Technical Production	78%
Scenic Design and Technology	76%
Historical Topics	74%
Interdisciplinary Topics	72%
Lighting Design and Technology	69%
Design in Other Disciplines	67%
Event Safety and Health	67%
Pedagogy and Education	64%
Sustainability	63%
Architecture	61%
Management	60%
Engineering	59%
Diversity	57%
International Topics	56%
Sound Design and Technology	54%
Mentorship	53%
Community-Embedded Projects	42%
Costume Design and Technology	42%

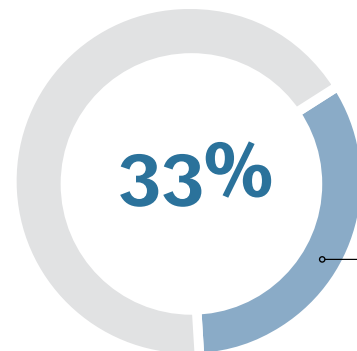
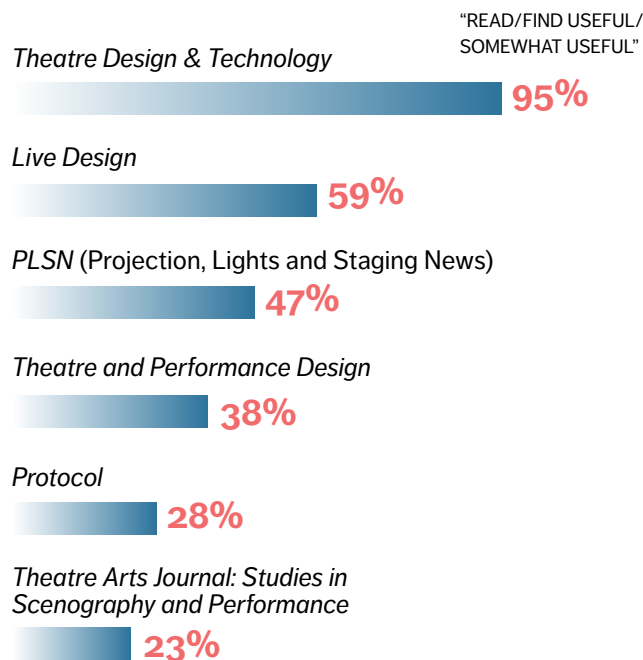


91% of TD&T readers are involved in advertising decisions in some way



54% of TD&T readers have visited an advertiser's website after seeing an ad in TD&T

Theatre Design & Technology is the best read publication in the field by a significant margin.



33% of TD&T readers have purchased/recommended purchase of an advertised product/service



KCACTF Nears Its GOLDEN ANNIVERSARY
 The Kennedy Center American College Theatre Festival encourages, recognizes, and celebrates students' work
 BY KIM BROWN

The Kennedy Center American College Theatre Festival (KCACTF) is celebrating its 50th anniversary this year. The festival, which is held in Washington, D.C., is a major event in the theatre world, bringing together students from across the country to showcase their work. The festival is a testament to the power of theatre in education and the arts.



The Stratford Festival Theatre
 Shakespeare's plays have found a home in Ontario for 65 years. The Stratford Festival Theatre encourages experimentation.
 BY SAM WELLS

The Stratford Festival Theatre is a leading institution in the world of Shakespearean drama. For over 65 years, it has been a beacon of excellence, showcasing the works of the Bard in a way that is both respectful and innovative. The festival is a testament to the power of theatre in education and the arts.



Lighting Technology Education IN THE 21ST CENTURY
 BY ANTON LUCKY AND KYLE HENRY

Call to action for today's educators. The 21st century has brought with it a new wave of technology, and the education system must adapt to meet the needs of the modern student. This article explores the challenges and opportunities of integrating technology into the classroom, and offers practical advice for educators looking to stay ahead of the curve.

Theatre Design & Technology Rates and Specifications

Print	1X	4X	Specs
Inside Covers	\$2,200	\$2,000	8.5 x 11.125 (bleed); 8.25 x 10.875 (trim)
Back Cover	\$2,900	\$2,200	8.5 x 11.125 (bleed); 8.25 x 10.875 (trim)
Full Page	\$1,900	\$1,500	8.5 x 11.125 (bleed); 8.25 x 10.875 (trim)
2/3 Page Vertical	\$1,700	\$1,300	4.63 x 10
1/2 Page	\$1,300	\$1,200	7 x 4.88 (horizontal); 3.38 x 10 (vertical); 4.63 x 7.38 (island)
1/3 Page	\$1,200	\$1,000	2.25 x 10 (vertical); 4.63 x 4.88 (square)
1/4 Page	\$1,000	\$925	3.38 x 4.88
1/8 Page	\$350	\$275	3.38 x 2

USITT offers member discounts on advertising, as follows:

- Contributing member: 15%
- Sustaining member: 10%
- Supporting member: 5%

Digital advertising in the electronic version of *TD&T* is also available to print advertisers. For details, contact advertising sales manager Scott Oser at 301-279-0468, or scott@usitt.org.



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Other Advertising Opportunities

USITT Membership Directory and Conference & Stage Expo Program



The Annual Membership Directory & Resource Guide is a resource that is used and distributed year round. Found on the desks of professionals across the industry, the membership directory is used by USITT members again and again. Distributed each fall to the

full membership, it continues distribution throughout the year with each new member receiving a copy when they join.

Readership: 4,500



The Conference & Stage Expo Program (<https://www.usittshow.com>) places member and exhibitor advertisements in the hands of each person attending the most complete entertainment design and technology conference and expo in the nation. With attendees

from across North America and the globe, your advertisement will reach dedicated entertainment professionals who are looking to make contacts.

Readership: 5,600

Rates and Specifications

Print	Rate	Specs
Inside Covers	\$2,200	8.75 x 11.25 (bleed); 8.5 x 11 (trim)
Back Cover	\$2,900	8.75 x 11.25 (bleed); 8.5 x 11 (trim)
Full Page	\$1,900	8.75 x 11.25 (bleed); 8.5 x 11 (trim)
2/3 Page Vertical	\$1,700	4.63 x 10
1/2 Page	\$1,300	7 x 4.88 (horizontal); 3.38 x 10 (vertical); 4.63 x 7.38 (island)
1/3 Page	\$1,200	2.25 x 10 (vertical); 4.63 x 4.88 (square)
1/4 Page	\$1,000	3.38 x 4.88

The following member discounts are available only when advertisers have also purchased a 4x *TD&T* ad schedule.

- Contributing: 20%
- Sustaining: 15%
- Supporting: 10%



USITT Website—USITT offers several advertising opportunities on www.usitt.org.

Contact: Scott Oser, 301-279-0468, scott@usitt.org

usitt

290 Elwood Davis Road, Suite 100,
Liverpool, NY 13088

800.938.7488 | www.usitt.org | info@usitt.org

USITT 2018/2019 ADVERTISING AGREEMENT

Contact Name _____

Company _____

Address _____

City/State _____ ZIP _____

Phone _____ Email _____

USITT Member Type: _____ Expiration Date _____ Discount Rate: _____

THEATRE DESIGN & TECHNOLOGY ADVERTISING

Ad Size _____
Special Placement (if applicable) _____
Issue (s)
 Winter 2019 Spring 2019 Summer 2018
 Fall 2018 Other _____
Rate _____
Discount _____
Total Cost _____ (per insertion)
New Ad: submit ad artwork to:
Existing Ad: tdtartwork@usitt.org

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Ad Size _____
Special Placement (if applicable) _____
Rate _____
Discount _____
Total Cost _____ (per insertion)
submit ad artwork to: tdtartwork@usitt.org

TD&T DEADLINES

- **Fall 2018**
Space reservation: October 1, 2018
Artwork: October 8, 2018
- **Winter 2019**
Space reservation: December 3, 2018
Artwork: December 10, 2018
- **Spring 2019**
Space reservation: April 8, 2019
Artwork: April 15, 2019
- **2019 Membership Directory**
Space reservation: August 31, 2018
Artwork: September 7, 2018
- **2019 Conference Program**
Space reservation: January 2, 2019
Artwork: January 15, 2019

CONFERENCE PROGRAM

Ad Size _____
Special Placement (if applicable) _____
Rate _____
Discount _____
Total Cost _____ (per insertion)
submit ad artwork to: tdtartwork@usitt.org

OTHER ADVERTISING

Ad Size _____
Special Placement (if applicable) _____
Rate _____
Discount _____
Total Cost _____ (per insertion)
submit ad artwork to: tdtartwork@usitt.org

MATERIALS

Please email *Theatre Design & Technology* advertising materials to tdtartwork@usitt.org.

For all other media, email materials to info@usitt.org.

TERMS AND INSTRUCTIONS

This insertion order is a contract between the United States Institute for Theatre Technology for advertising in the selected media. Advertisements will not be placed without a fully completed and signed Advertising Agreement. Advertising Agreements should be emailed to scott@usitt.org. Invoices are mailed upon publication with payment due in 30 days for advertisers with established accounts. New accounts may require prepayment. No cancellations accepted after order date. All copy is subject to approval by USITT, which reserves the right to reject or cancel advertising that does not conform to USITT standards. Advertiser is strictly liable for the content of its advertisements and agrees to defend, indemnify, and hold harmless USITT for claims arising from the publication of the advertisement. Where any advertisement is placed by an agency on behalf of an advertiser, the company and agency are jointly severally liable for advertising charges. The sole obligation of USITT as to any failure or default on its part shall be limited to a refund of paid advertising charges. For multiple issues agreements, the ad run in the previous issue will be repeated if advertiser does not provide written instructions to the contrary and new artwork by the issue's material deadline.

USITT Member Advertising Discounts

Contributing members earn 15% discount on one- or four-time insertions in *TD&T*. Advertisers with four-time insertions in *TD&T* also earn a 20% discount on Membership Directory and Conference Program.

Sustaining members earn 10% discount on one- or four-time insertions in *TD&T*. Advertisers with four-time insertions in *TD&T* also earn a 15% discount on Membership Directory and Conference Program.

Organizational members earn 5% discount on one- or four-time insertions in *TD&T*. Advertisers with four-time insertions in *TD&T* also earn a 10% discount on Membership Directory and Conference Program.

QUESTIONS? Contact Scott Oser at scott@usitt.org or 301.279.0468.

Please email completed form to scott@usitt.org.

Signature _____ Date _____