

# 2021 Media Kit

*Advertiser, Exhibitor, & Sponsor Opportunities*





*home of the*



*About the*

**EDUCATIONAL THEATRE ASSOCIATION *home of the* INTERNATIONAL THESPIAN SOCIETY**

The Educational Theatre Association (EdTA) is an international association with more than 120,000 active members. **EdTA's mission is shaping lives through theatre education: honoring student achievement in theatre; supporting teachers by providing professional development, resources, and recognition; and influencing public opinion that theatre education is essential and builds life skills.** EdTA is the home of the International Thespian Society (ITS), an honorary organization established at nearly 5,000 schools, that has inducted more than 2.4 million theatre students since its founding in 1929. Today ITS is at more than 5,000 schools in all 50 states and 13 countries.

EdTA also produces the **International Thespian Festival** for students and a National Conference for educators, publishes the student theatre website Dramatics.org, and provides Theatre Educator Pro for teachers' professional learning and growth. The Educational Theatre Foundation is the philanthropic arm of EdTA.

## Schooltheatre.org | Display Advertising

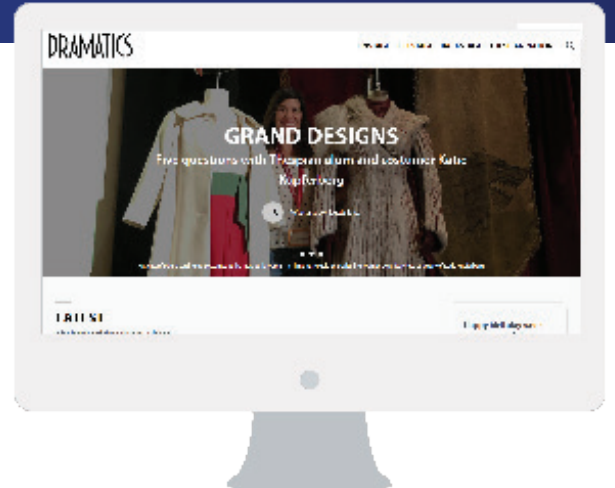
**Schooltheatre.org** is the comprehensive website for the membership of EdTA and also provides information and resources for the larger theatre education community. It is the portal to microsites for segments of membership and for major events like the International Thespian Festival and the EdTA National Conference.



Ad Rates	Ad Type	Av. Visits	Av. Clickthroughs	Size (WxH)	Duration	Cost/Ad
	Interior Leaderboard	44,884	83	962 x 125 px	1 month	\$750
	Interior Skyscraper	44,881	30	125 x 1,000 px	1 month	\$650

## Dramatics.org | Display Advertising

**Dramatics.org** is the place for theatre students to hone their craft and enjoy all things theatre. Content includes practical tips, student interviews, profiles of theatre professionals, quizzes, polls, photo galleries, and other interactive features.



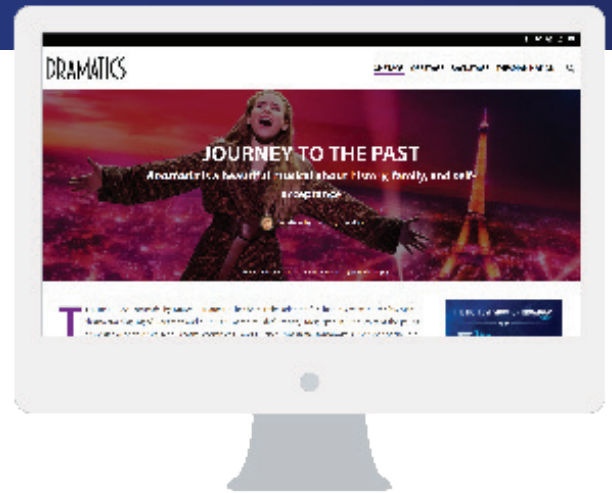
Ad Rates	Ad Type	Av. Visits	Av. Clickthroughs	Size (WxH)	Duration	Cost/Ad
	Interior Leaderboard	44,884	83	962 x 125 px	1 month	\$750
	Interior Sidebar	44,881	30	300 x 250 px	1 month	\$650

### Display Advertising Deadlines *Schooltheatre.org & Dramatics.org*

Ad Month	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
<b>Space Reservation</b>	Dec 1	Jan 1	Feb 1	March 1	April 1	May 1	June 1	July 1	Aug 1	Sept 1	Oct 1	Nov 1
<b>Artwork</b>	Dec 15	Jan 15	Feb 15	March 15	April 15	May 15	June 15	July 15	Aug 15	Sept 15	Oct 15	Nov 15

Sponsored content offers a great way to build your company as an authority and thought leader to students and the teachers who visit the site for classroom material. Your content will appear alongside the how-to guides, interviews, and interactive content on Dramatics.org.

monthly average



## All sponsored content will include:

- “Sponsored Content” label in the page subhead
- A disclaimer at the conclusion of the article
- Company name byline linking to company text bio
- Featured on the Dramatics.org homepage on the day it’s published and for up to three weeks following
- One email digest inclusion
- One social media post

## Sponsored content should be:

- Provided by advertiser
- About theatre or related to theatre arts
- Inclusive of students  
*(articles targeted to theatre teachers should not be inappropriate or exclusive of student readers)*

## Sponsored Content Rates


Content Package	Word Count	Hero Image	Interior Image	Video	Email	Social Media	Homepage Feature	Cost
Mini-Feature	500 max	1 image	1 image	n/a	1 inclusion	1 post	Yes	\$1,500
Feature	1,000 max	1 image	2 images	n/a	1 inclusion	1 post	Yes	\$2,000
Extended Feature	2,000 max	1 image	2 images	1 video embedded	1 inclusion	1 post	Yes	\$2,500

## Sponsored Content Image Specs

Image Type	Size (WxH)
Hero Image	1400 x 800 px
Interior Image	1024 px (max) x Variable Height

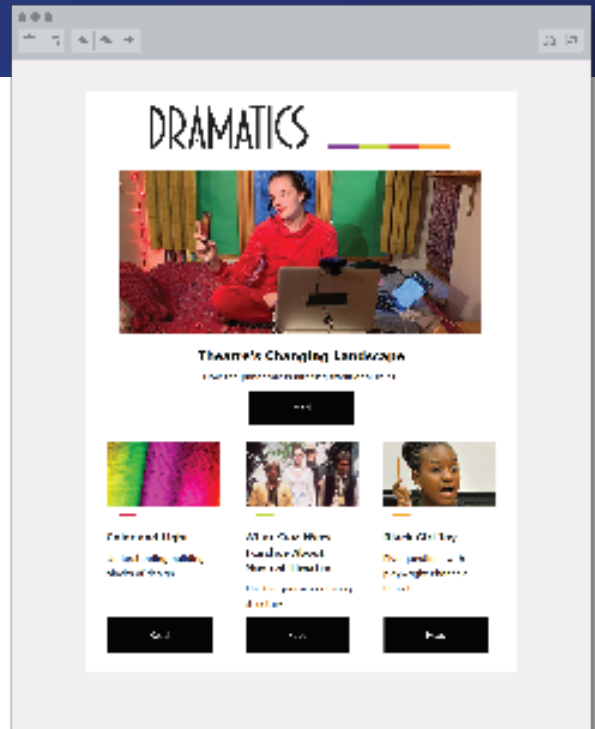
## Dramatics Digest | Display Advertising

Sent to all student members, **Dramatics Digest** is a biweekly email curating stories from EdTA's student-centric site, **Dramatics.org**. Dramatics Digest will include new articles, highlight previously published stories with timely relevance, and promote other student programs (for example, chapter events, ITF, scholarships, etc.).

reach — students  
average  
  
**38,370**

### Ad Rates

Ad Type	Size (WxH)	Cost/Ad
Interior Ad	300 x 200 px	\$500

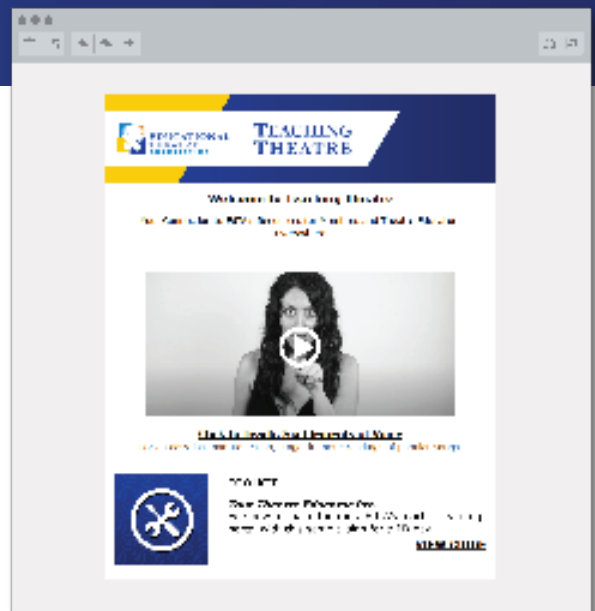


## Teaching Theatre | Display Advertising

Sent to all adult members and opt-in newsletter subscribers, **Teaching Theatre** is a biweekly email curating useful tools and resources on EdTA's Theatre Educator Pro website. Teaching Theatre will include new articles, highlight previously published lesson plans and courses with timely relevance, and promote other teacher programs (for example, Conference, ITF Main Stage adjudication, scholarships, etc.).

reach — adult members  
& non-members  
average  
  
**6,000**

Ad Type	Size (WxH)	Cost/Ad
Interior Ad	300 x 200 px	\$500

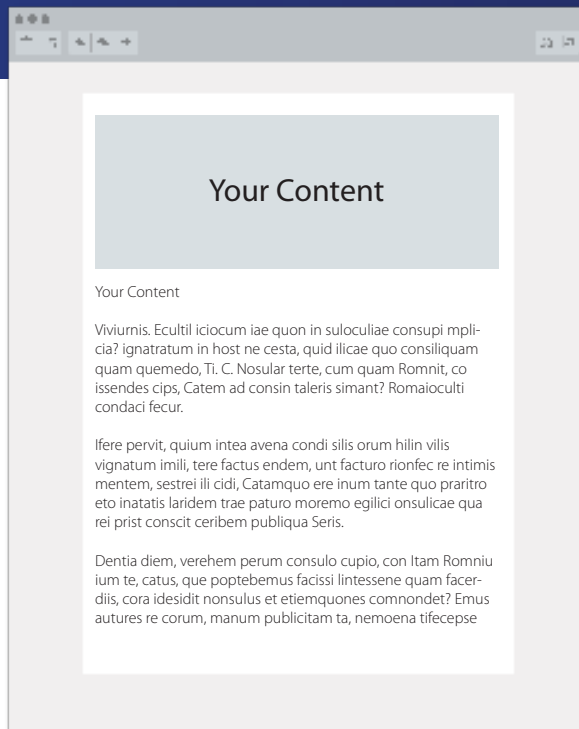


### Display Advertising Deadlines *Dramatics Digest & Teaching Theatre*

Ad Month	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Space & Artwork	Dec 15	Jan 15	Feb 15	March 15	April 15	May 15	June 15	July 15	Aug 15	Sept 15	Oct 15	Nov 15

# Sponsored E-Blast

Let EdTA send your message directly to our engaged student or professional audience. EdTA will place your company's already prepared html in one of our templates and send on your behalf. A sponsored eblast requires submitting three preferred send dates in order to optimize your placement within EdTA's email schedule.



## Sponsored content should be:

- Provided by advertiser, including HTML
  - About theatre or related to theatre arts
  - Appropriate for the target audience
- (EdTA reserves the right to decline any messages that we deem not to be suitable for our students or teachers)*

## Sponsored E-Blast Rates

Content Package	Max Width	Send Date	Cost
Single Teacher E-Blast	650 px	Provide 3 preferred send dates	\$2,000
Single Student E-Blast	650 px	Provide 3 preferred send dates	\$3,000

## Sponsored E-Blast Deadlines

	Deadline
E-Blast Reservation	at least 2 weeks before first preferred send date
E-Blast HTML	at least 2 weeks before first preferred send date

**Virtual International Thespian Festival** is summer's premier teen theatre event. ITF brings together the best performances, top teaching artists, and premier colleges and universities for a community-centered experience like no other. It's also home to the Thespy Awards, recognizing the highest level of achievement in school performance and technical theatre.

anticipated  
  
**2,500**



## VITF Package Rates

Exhibitor Package	Package Details	Number of Reps	Cost
<b>College Auditions</b>	<ul style="list-style-type: none"> <li>• Access to 2021-22 Rising Seniors audition submissions via Open Water</li> <li>• Audition submissions available prior to the event</li> <li>• Colleges directly contact students for callbacks/interviews using platform 1:1 meetings feature</li> <li>• Students directly contact colleges via platform 1:1 meetings feature</li> </ul>	2	<b>\$600</b> <i>standalone</i>
			<b>\$400</b> <i>add-on with ITF Exhibitor purchase</i>
<b>BIPOC College Meet &amp; Greet</b>	<p><i>Virtual meet &amp; greet specifically set up to introduce BIPOC auditioning students with interested colleges</i></p> <ul style="list-style-type: none"> <li>• Zoom virtual meet &amp; greet with breakout rooms hosted by College reps</li> <li>• Colleges directly contact students for callbacks/interviews using platform 1:1 meetings feature</li> <li>• Students directly contact colleges via platform 1:1 meetings feature</li> </ul>	2	<b>\$50</b> <i>add-on with College Auditions purchase</i>
<b>College Exhibitor</b>	<ul style="list-style-type: none"> <li>• Virtual booth in College Expo section of event platform</li> <li>• Ability to independently customize virtual booth including handouts, images, videos, and other documents</li> <li>• Access to instant message chat feature</li> <li>• Access to 1:1 video conferencing</li> </ul>	2	<b>\$450</b>
<b>Non-College Exhibitor: Teacher Engagement</b>	<p><i>Teacher Engagement &amp; Experience Arena "where teachers can learn about current and new products and services to bring success to their classroom"</i></p> <ul style="list-style-type: none"> <li>• Virtual booth in the Teacher Engagement &amp; Experience Arena section of event platform</li> <li>• Ability to independently customize virtual booth including handouts, images, videos, and other documents</li> <li>• Access to instant message chat feature</li> <li>• Access to 1:1 video conferencing</li> </ul>	2	<b>\$450</b>
<b>Non-College Exhibitor: Student Marketplace</b>	<p><i>Student Marketplace "where students (&amp; teachers!) can find products ranging from the hottest new script to the highest quality stage makeup to your own personal roll of glow tape"</i></p> <ul style="list-style-type: none"> <li>• Virtual booth in Student Marketplace section of event platform</li> <li>• Ability to independently customize virtual booth including handouts, images, videos, and other documents</li> <li>• Access to instant message chat feature</li> <li>• Access to 1:1 video conferencing</li> </ul>	2	<b>\$450</b>

## VITF Exhibitor Add-On Packages

Add-On Package	Add-On Package Details	Cost
<b>Brand Awareness</b>	<ul style="list-style-type: none"> <li>• Company's virtual booth included in interactive games to encourage visitor traffic to Teacher Engagement &amp; Experience Arena and/or Student Marketplace</li> <li>• Logo rotating on event platform interior homepage</li> <li>• Listing in exhibitor spotlight feature in eblast week before/week of event (TBD based on EdTA Content calendar)</li> <li>• Max 50 word copy and logo</li> </ul>	<p><b>\$350</b> add-on with ITF Exhibitor purchase</p> <p><b>Free</b> for any ITF 2021 sponsors at <b>\$7,500 level or higher</b></p>
<b>Thought Leadership</b>	<ul style="list-style-type: none"> <li>• Sponsored teacher chat lounges where "experts in the field facilitate and join the conversation on a range of topics important to teachers"(organizations will be asked to submit thought leadership topics not sales-focused material)</li> </ul>	<p><b>\$350</b> add-on with ITF Exhibitor purchase</p> <p><b>Free</b> for any ITF 2021 sponsors at <b>\$7,500 level or higher</b></p>
<b>Lead Generation</b>	<ul style="list-style-type: none"> <li>• Opt-in lead generation gathered at registration with contact information provided one week before event and within one week after event</li> <li>• Opportunity for attendees to "scan badge" to be added to exhibitor's mailing list</li> </ul>	<p><b>\$350</b> add-on with ITF Exhibitor purchase</p> <p><b>Free</b> for any ITF 2021 sponsors at <b>\$7,500 level or higher</b></p>



## VITF Sponsorships

Benefit	\$500 Minimum	\$1,000 Minimum	\$2,500 Minimum	\$3,500 Minimum	\$5,000 Minimum	\$7,500 Minimum	
Verbal acknowledgement during live event	✓	✓	✓	✓	✓	✓	
Complimentary inclusion in highlighted exhibitors on directory listings ( <i>must have purchased virtual exhibit booth</i> )	✓	✓	✓	✓	✓	✓	
Organization included in Sponsors listing on event	✓	✓	✓	✓	✓	✓	
Logo on EdTA website event landing page	✓	✓	✓	✓	✓	✓	
Logo in footer of all event emailed communications to registered attendees	✓	✓	✓	✓	✓	✓	
Logo on EdTA website Sponsors page	✓	✓	✓	✓	✓	✓	
Listing in EdTA Annual Report	✓	✓	✓	✓	✓	✓	
Ticker tape acknowledgement		✓	✓	✓	✓	✓	
One complimentary Virtual Booth		✓	✓	✓	✓	✓	
Logo Placement on sponsored program pages within event (BA)			✓	✓	✓	✓	
Opportunity to sponsor one program within event			✓	✓	✓	✓	
Choice of complimentary Exhibitor Add-On Package (Brand Awareness, Thought Leadership, or Lead Generation)				1 add-on package	1 add-on package	2 add-on packages	3 add-on packages
Sponsor spotlight in eblast week before/week of event (TBD based on EdTA Content calendar) <i>Max 75 word copy &amp; logo</i>					✓	✓	✓
Logo placement on event internal landing page					✓	✓	
Sponsored push notification to all attendees					✓	✓	
Logo placement on event external landing page							✓
Post-event eblast to all registered attendees on the client's behalf							✓