

MARQUEE

ADVERTISING INFORMATION & RATES

2011-2012

DAVE KOZ



RAIN: A TRIBUTE TO THE BEATLES



YOUNG FRANKENSTEIN



OFFICIAL PROGRAM OF THE
COBB ENERGY PERFORMING ARTS CENTRE
COBBENERGYCENTRE.COM


COBB ENERGY
PERFORMING ARTS CENTRE

Your ad in Marquee reaches 25,000 affluent and influential consumers with each issue.

Our predominantly female audience includes patrons of the arts who are active and influential in their communities, their professional workplaces and local cultural organizations.

The majority of our audience resides in Buckhead, Cobb County and North Fulton County.

Cobb Energy Performing Arts Centre is Atlanta's premier venue for professional entertainment.

It is home to **Atlanta Ballet**, **Gas South Broadway Series**, and **The Atlanta Opera**. Numerous concerts and other entertainment events are held at the Centre.

Marquee, the official program of the Cobb Energy Performing Arts Centre, is published 8 times/year and is given to the patrons of the Cobb Energy Centre when they attend an event. It is read before the show and during intermission. Most copies are taken home.

Marquee contains feature items and show notes for all performances as well as information on the ArtsBridge education programs, donor lists and gift opportunities, theatre rules and policies, and upcoming events.

Marquee is also available in local hospitality venues and visitor centers. Digital versions reside on cobbenergycentre.com and atlantamagazine.com.

The Demographic Profile is Outstanding

Female/Male 66%/34%

Married/Partnered 70%

Average Age 42

Education:

College Degree 88%

Graduate Degree 43%

Annual HHI \$156,000

Let Marquee deliver your message to these active consumers with substantial purchasing power and influence.

Be Known by the Company You Keep

Recent advertisers include:

- Gas South
- WellStar
- LGE Community Credit Union
- St. Martin's School
- Mount Paran Christian School
- PARC Communities
- Atlanta Ballet
- One River Place
- Cinco
- Woodruff Arts Center
- Pinkberry Yogurt
- Gas South Broadway Series
- Atlanta Lyric Theater
- Children's Healthcare of Atlanta
- The Walker School
- Harry Norman Realtors
- Cumberland Diamond Exchange
- Broadway Across Atlanta
- Lenbrook
- Pebblebrook High School Performing Arts
- Shen Yun
- Big Chow's Grill
- Taverna Fiorentina
- Renaissance Waverly
- St. Anne's Terrace
- Canterbury Court
- Copeland's
- Holiday Ice Spectacular
- Hardin Construction
- General Electric
- 1st Landmark Bank
- Kennesaw St. Performing Arts
- Lockheed
- OLLI at Kennesaw State University



FOR INFORMATION, CONTACT:

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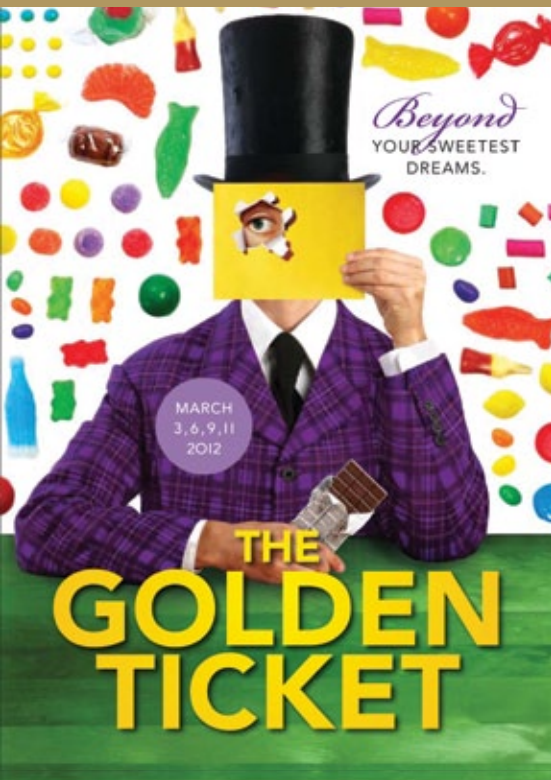
COBB ENERGY PERFORMING ARTS CENTRE

A \$145 million, state-of-the-art facility, the Cobb Energy Performing Arts Centre is Atlanta's premier venue for opera, concerts, Broadway shows, ballet, educational performances, and family shows.

TWYLA THARP'S
THE PRINCESS AND THE GOBLIN
PRESENTED BY ATLANTA BALLET



THE ATLANTA OPERA



Schedule of Events

Fall 2011 - Spring 2012*

SEPTEMBER/OCTOBER 2011

Space Closing: August 17

Ad Material Due: August 22

- Sept. 9 4th Anniversary Overture Gala featuring The Beach Boys
- Sept. 28-29 Wilco
- Sept. 30 Kansas with Kennesaw State University Symphony
- Oct. 1 "Weird Al" Yankovic
- Oct. 2 Cesar Millan
- Oct. 7-9 David E. Talbert presents *What My Husband Doesn't Know*
- Oct. 12 Cyndi Lauper & Dr. John
- Oct. 15 Real Housewives Tour LIVE
- Oct. 21-23 *The Four Seasons* presented by Atlanta Ballet
- Oct. 28-30 *Rain: A Tribute to The Beatles* Gas South Broadway Series

NOVEMBER 2011

Space Closing: October 21

Ad Material Due: October 26

- Nov. 12-20 *Lucia di Lammermoor* The Atlanta Opera
- Nov. 19 Lewis Black
- Nov. 25 Dave Koz and Friends Christmas
- Nov. 26 Joe Bonamassa
- Nov. 27 Neil Berg's *Broadway Holiday*
- Nov. 29 Tori Amos

DECEMBER 2011

Space Closing: November 9

Ad Material Due: November 14

- Dec. 2 Shaquille O'Neil
- Dec. 3 Jim Gaffigan
- Dec. 4 The Kings of Salsa

- Dec. 8-11 *My Fair Lady* Gas South Broadway Series

- Dec. 17 Jim Brickman

JANUARY 2012

Space Closing: December 1

Ad Material Due: December 10

- Jan. 12-14 *Wonderland* presented by Atlanta Ballet and Royal Winnipeg Ballet
- Jan. 15 *Elvis Lives*
- Jan. 19-22 *Blast!* Gas South Broadway Series

FEBRUARY 2012

Space Closing: January 1

Ad Material Due: January 10

- Feb. 10-19 World Premiere of *The Twyla Tharp Project* presented by Atlanta Ballet

MARCH 2012

Space Closing: February 1

Ad Material Due: February 10

- Mar. 3-11 *The Golden Ticket* presented by The Atlanta Opera
- Mar. 23-25 *Man in Black* presented by Atlanta Ballet
- Mar. 29-Apr. 1 *Young Frankenstein* Gas South Broadway Series

*More shows to be announced throughout the year

Previous Performances at the Cobb Energy Centre

Annie Lennox	John Prine	Eddie Vedder
Kelly Clarkson	Gordon Lightfoot	Bill Maher
Keith Urban	Frankie Valli & The Four Seasons	Neko Case
George Jones	Harry Connick, Jr.	Alton Brown
Jeff Dunham	Olivia Newton-John	Guy Fieri
Jon Stewart		Norah Jones

MARQUEE

AD RATES (NET RATES)

Size	6x	4x	1x
Full	\$1,800	\$1,900	\$2,100
1/2	\$1,100	\$1,250	\$1,400
1/4	\$660	\$700	\$900

PREMIUM POSITIONS (FULL PAGE ADS)

Position	6x	1x
Back Cover	\$2,350	\$2,600
Inside Front Cover	\$2,100	\$2,300
Inside Back Cover	\$1,900	\$2,200
Pages 1-7	\$1,950	\$2,200

ADVERTISEMENT DIMENSIONS

Trim Size	5.375" x 8.375"
Full Page Bleed	5.625" x 8.625"
Full Page Live	4.875" x 7.875"
1/2 Page Vertical	2.125" x 7.875"
1/2 Page Horizontal	4.875" x 3.875"
1/4 Page	2.125" x 3.875"

ADVERTISING MATERIAL

Please submit a high-resolution PDF of ad via e-mail or upload ad to the FTP site.

SEND AD MATERIALS TO:

Mark Ziemer
Production Manager
mziemer@atlantamag.emmis.com
404-527-5527

FTP Site: ftp.emmis.com

Username: atlmag

Password: peaches

Upload ad to the "Marquee Ads" folder and notify Mark Ziemer when the upload is complete.

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**ASK US ABOUT
DIGITAL ADVERTISING
OPPORTUNITIES,
NOW AVAILABLE!**

