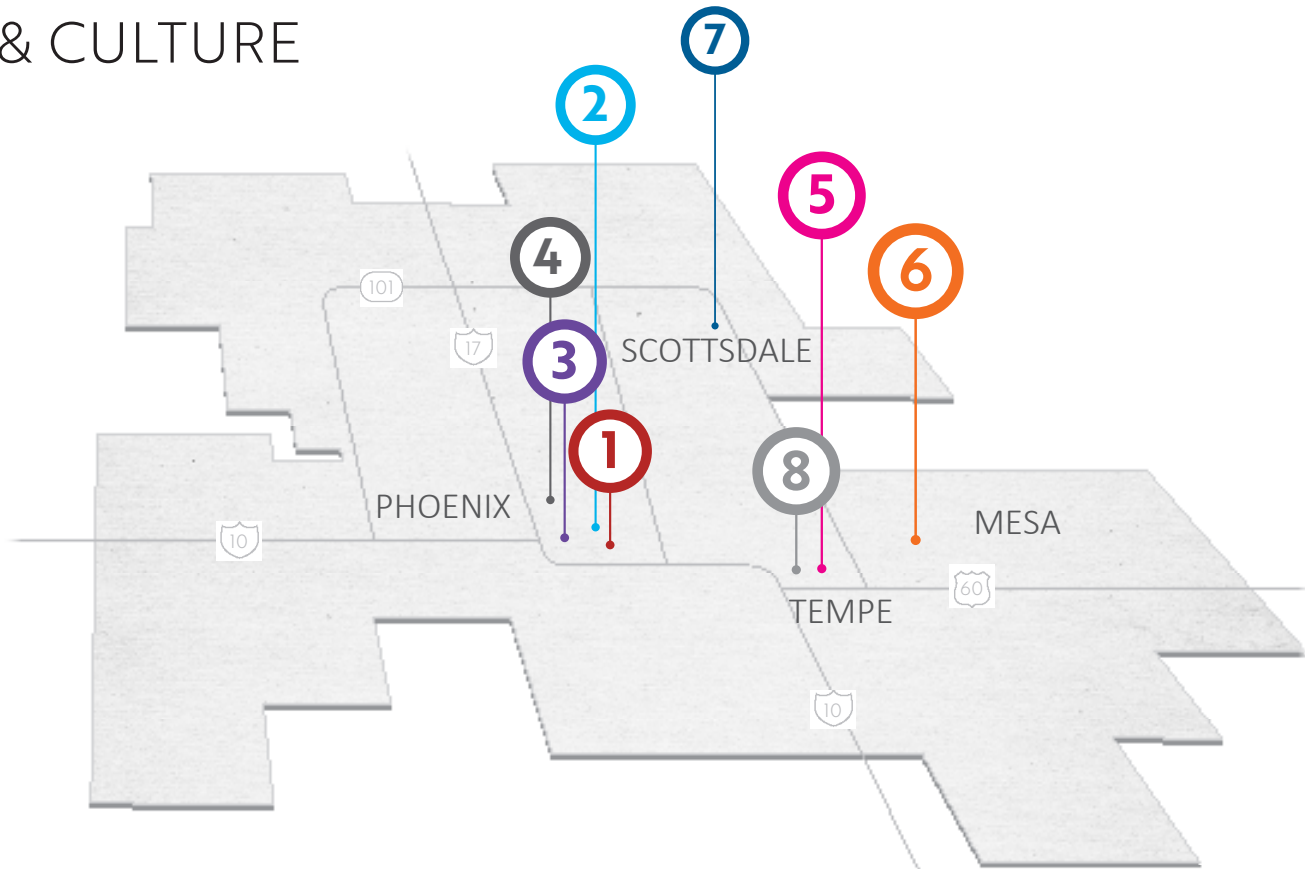




OFFICIAL PUBLISHER FOR  
ARIZONA'S MOST PRESTIGIOUS  
ARTS ORGANIZATIONS  
**ANNUALLY READ BY OVER 2 MILLION**  
**SOPHISTICATED AND INFLUENTIAL PATRONS**

ARTS & CULTURE  
SCENE



1 SYMPHONY HALL

Primary stage for the classics including The Phoenix Symphony, Arizona Opera and Ballet Arizona

75 N. 2nd Street  
Phoenix, AZ 85004



2 HERBERGER THEATER CENTER

In the center of the arts district, and mainstage for performances by Arizona Opera, Childsplay and Valley Youth Theatre

222 E. Monroe Street  
Phoenix, AZ 85004

3 ORPHEUM THEATRE

Home to American Theatre Guild and its nationally touring Broadway series

203 W. Adams Street  
Phoenix, AZ 85003



4 PHOENIX THEATRE

In the center of the arts district, and mainstage for The Phoenix Theatre Company

100 E. McDowell Road  
Phoenix, AZ 85004

5 ASU GAMMAGE

A historical landmark at Arizona State University and host to the biggest Broadway series outside of New York

1200 S. Forest Avenue  
Tempe, AZ 85281



6 MESA ARTS CENTER

Known as MAC, and the largest stage in the East Valley. Also home to Southwest Shakespeare Company

1 E. Main Street  
Mesa, AZ 85201

7 SCOTTSDALE CENTER FOR THE PERFORMING ARTS

An indoor and outdoor entertainment district in the heart of downtown Scottsdale

7380 E. 2nd Street  
Scottsdale, AZ 85251



8 TEMPE CENTER FOR THE ARTS

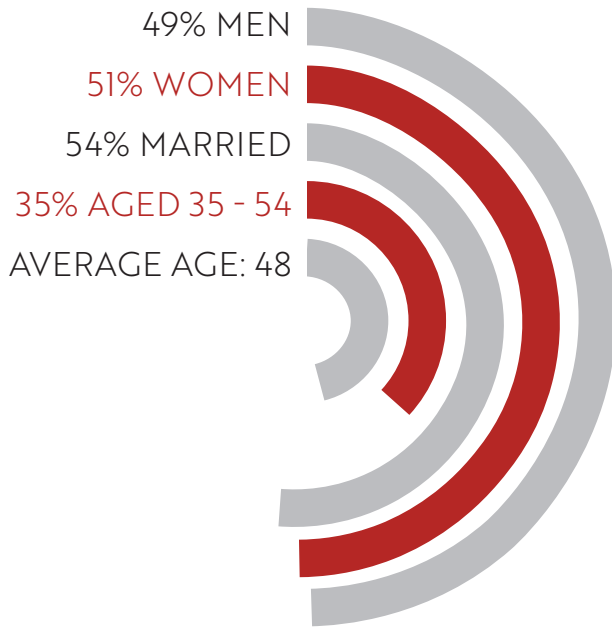
Primary stage for Arizona Theatre Company, Tempe's rental affiliates and one-off performers

700 W. Rio Salado Parkway  
Tempe, AZ 85281

ON MEDIA  
BY THE NUMBERS

- 2,000,000** annual readers
- 180** custom editions
- 26** different venues
- #1** resource to reach the arts audience

AT A GLANCE



**2x** Arts patrons are 2 times more likely than the average consumer to...

- shop at luxury shopping destinations
- dine at upscale restaurants
- vacation at luxury hotel destinations
- participate in outdoor activities and exercise
- participate in creative activities
- attend sporting events and play sports
- more likely to volunteer/charity work

OUR  
AUDIENCE

AFFLUENT

**\$137,000\*** Average Household income

**33%** have a net worth greater than \$2 million+

**84%\*** more likely than the average Arizonan to have a household income of \$150K+

**90%** more likely to have a home value greater than \$1 million+

INFLUENTIAL

**69%** of those working are in white collar industries

**48%** of those working are in managerial positions/professional positions

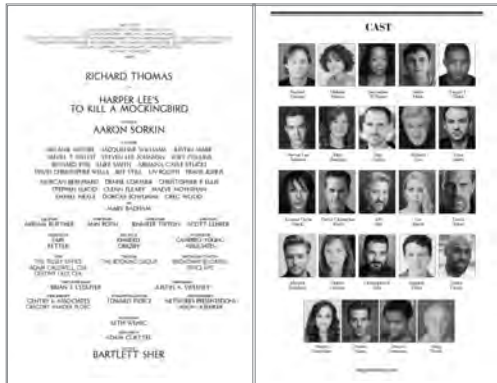
EDUCATED

**70%** attended college

**80%** more likely to hold a post-graduate degree than the average Arizonan

\*Live Analytics ASU GAMMAGE Broadway audience by Ticketmaster, all others Scarborough Nielson Report on Live Theatre attendees, 2017.

# INSIDE EVERY ISSUE



## Performance Notes and Highlights

Where the audience discovers the heartbeat of the performers and supporting cast behind the scenes.



## ON the Record Featured Editorial

The passions behind the leading businesses who support the arts community.

## Month at a Glance Calendar

Datebook planner for family and friends, in easy to read formatting of when and where. Readers will keep the publication just for the details!



## Arts Hero of the Month

A monthly look at our local champions of the arts, their heartfelt stories and funny anecdotes.

## Upcoming Arts & Cultural Events

With something for everyone... events that will entertain and inspire us all. These are not to be missed!



# CAST OF PUBLICATIONS

		ANNUAL CIRCULATION	ARTS PARTNER	
EDITION	GAMMAGE	375,000	ASU Gammage Theatre	
	PHOENIX	320,000	American Theatre Guild Arizona Opera Arizona Theatre Company Ballet Arizona	Herberger Theater Center The Phoenix Theatre Company
	SYMPHONY	120,000	The Phoenix Symphony	
	EAST VALLEY	110,000	Scottsdale Center for the Performing Arts Mesa Arts Center	
	FAMILY	70,000	Childsplay Greasepaint Phoenix Boys Choir	School at Ballet Arizona Valley Youth Theatre
	TUCSON	180,000	Arizona Opera U of Arizona Repertory Theatre Arizona Theatre Company	Tucson Symphony Fox Tucson Theatre Ballet Tucson
	BROADWAY IN TUCSON	150,000	Broadway in Tucson	



# THEATRE ADVERTISING

## OFFERED BY SEASON

We provide a wide variety of advertising options that will fit every type of advertising campaign. A nine-month SEASON long advertising is offered by **EDITION**, allowing the advertiser the ability to target specific venues or geographic region. This option allows the opportunity to change artwork 3x per season.

		ANNUAL CIRCULATION	HALF PAGE	FULL PAGE	COVERS
<b>EDITION</b>	GAMMAGE	375,000	\$12,700	\$19,500	\$27,000
	PHOENIX	320,000	\$9,800	\$14,800	\$17,900
	SYMPHONY	120,000	\$5,500	\$7,900	\$11,000
	EAST VALLEY	110,000	\$5,500	\$7,900	\$11,000
	FAMILY	70,000	\$3,500	\$5,100	\$7,100

## OFFERED MONTHLY

ON Media also offers **MONTHLY\*** advertising that provides advertisers the ability to connect with all city performing arts patrons with date-specific advertising. Within the **MONTHLY** section, we have a monthly calendar and any event type advertisement receives a free date listing in that month's calendar.

		CIRCULATION	HALF PAGE	FULL PAGE	SPOTLIGHT
<b>MONTHLY</b>	1 MONTH	110,000 per month average	\$4,500	\$7,000	\$750
	3 MONTHS		\$4,200	\$6,300	\$725
	6 MONTHS		\$3,800	\$5,600	\$700
	NINE OR MORE MONTHS		\$3,300	\$5,000	\$650


**\*MONTHLY ADS APPEAR IN ALL OF THESE EDITIONS**

- AMERICAN THEATRE GUILD
- ARIZONA OPERA
- ARIZONA THEATRE COMPANY
- ASU GAMMAGE THEATRE
- BALLET ARIZONA
- CHILDSPLAY
- GREASEPAINT
- HERBERGER THEATER CENTER
- MESA ARTS CENTER
- PHOENIX BOYS CHOIR
- THE PHOENIX THEATRE COMPANY
- SCOTTSDALE CENTER FOR THE PERFORMING ARTS
- SCHOOL OF BALLET ARIZONA
- THE PHOENIX SYMPHONY
- VALLEY YOUTH THEATRE



## SPOTLIGHT SECTION

**BLUE MAN GROUP**  
**MESA ARTS CENTER**  
 Don't miss the Blue Man Group live at Mesa Arts Center. Their new show is everything you love about Blue Man Group - signature drumming, colorful moments of creativity and comedy - the men are still blue, but the rest is all new! November 21 & 22.  
**Details at mesaartscenter.com**



\*Rates are subject to change at publisher's discretion.

# THEATRE ADVERTISING

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We provide a wide variety of advertising options that will fit every type of advertising campaign. A nine-month SEASON long advertising is offered by **EDITION**, allowing the advertiser the ability to target specific venues or geographic region. This option allows the opportunity to change artwork 3x per season.

		ANNUAL CIRCULATION	HALF PAGE	FULL PAGE	COVERS
<b>EDITION</b>	BROADWAY IN TUCSON	150,000	\$4,600	\$7,100	\$9,900
	TUCSON <ul style="list-style-type: none"> <li>• Arizona Opera</li> <li>• Ballet Tucson</li> <li>• U of Arizona Repertory Theatre</li> <li>• Arizona Theatre Company</li> <li>• Fox Tucson Theatre</li> <li>• Tucson Symphony Orchestra</li> </ul>	180,000	\$5,500	\$8,800	\$12,000

## OFFERED MONTHLY

ON Media also offers **MONTHLY\*** advertising that provides advertisers the ability to connect with all city performing arts patrons with date-specific advertising. Within the **MONTHLY** section, we have a monthly calendar and any event type advertisement receives a free date listing in that month's calendar.

		CIRCULATION	HALF PAGE	FULL PAGE	SPOTLIGHT
<b>MONTHLY</b>	1 MONTH	40,000 per month average	\$1,300	\$2,000	\$425
	3 MONTHS		\$1,235	\$1,800	\$400
	6 MONTHS		\$1,000	\$1,650	\$375
	EIGHT OR MORE MONTHS		\$975	\$1,500	\$325

**\*MONTHLY ADS APPEAR IN ALL OF THESE EDITIONS**

- ARIZONA OPERA
- U OF ARIZONA REPERTORY THEATRE
- ARIZONA THEATRE COMPANY
- BALLET TUCSON
- BROADWAY IN TUCSON
- FOX TUCSON THEATRE
- TUCSON SYMPHONY ORCHESTRA



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# ARTS HERO

## SEASON SPONSORSHIP

The “show would not go on” without the incredible support and dedication of those who champion the arts behind the scenes, in the box office and in the communities across our state. To honor these supporting advocates, ON Media highlights an unsung arts hero each month, telling their story and applauding their efforts.

The Arts Hero Season Sponsorship provides an opportunity for a business to acknowledge these celebrities in their own right and highlight their commitment to the arts.

	ANNUAL CIRCULATION	TITLE SPONSOR	BENEFITS	
ARTS HERO	PHOENIX	995,000	\$25,000	<ul style="list-style-type: none"> <li>Season-long naming rights and logo recognition for Arts Hero of the Month page</li> <li>Opportunity to participate in the honoree nomination</li> <li>Opportunity to participate in all judging</li> <li>Premier Sponsor at the Arts Hero evening celebration</li> <li>Opportunity to distribute awards to Arts Hero monthly honorees and annual honoree at Arts Hero Celebration</li> <li>Logo placement in all Arts Hero promotions and advertising</li> </ul>
	TUCSON	328,000	\$10,000	
	PHOENIX AND TUCSON	1,323,000	\$33,000	



### WILLIAM EATON

*One String at a Time*

William Eaton says his work life is compartmentalized into building guitars and performing. But anyone who has heard Eaton talk about his dedication to the art of guitar making knows there is so much more to that story.

It starts in Nebraska with Eaton picking up a string instrument lakedown for the first time at age 7. The performing years began at junior high.

His 51-year commitment to building guitars can't be told without reference to his deep, abiding love of the desert and fascination with their ecosystems. That began when he accepted an artist's scholarship for joble vaulting at Arizona State University.

While in college, he seized an opportunity to build a guitar at a Phoenix shop he visited out of curiosity. He was hooked:


"A guitar is very sculptural," Eaton says. "Because it's so iconic, if you say 'What is a guitar?' You have a picture in mind. But when you build one and design one, you come to appreciate that every little curve has a reason for why it's there, especially if you design from scratch."

Eaton turned a Stanford MFA-degree assignment to write a business plan into a concept to create a guitar-making school. That plan became an incorporated reality in 1975 at the shop where he built his first guitar. Eaton is the longtime director of the Roberto-Venn School of Luthiery.

Consistency is another key element of Eaton's story. This year, the four-time Grammy-nominated artist, released another album on the Canyon Records label. He continues to perform live, he continues to build guitars. He's still pose vaulting.

"I'm obviously biased," he says, "but I think the practice of engaging in art, appreciating art and doing art is one of the most important and healthy activities we can do in trying to understand our place."

Do you know an Arts Hero? Someone who works tirelessly to give others joy and enhance the arts in our community? Nominate him or her at [onmedia.com](http://onmedia.com)

sponsored by  Empowering the community through arts and culture. Delivering water and power®



### JEAN GRIBBON

*Beautiful Beads*

Jean Gribbon is the visionary behind an inspiring effort to see coverage for what it is about 14 million times a year. There's an art to it.

Tucson-based Beads of Courage is what happens when a pediatric oncology nurse establishes through research and experience the importance of tending to the emotional and mental needs of young patients in the fight of their lives.

For every chemotherapy round of chemo, a blood transfusion, a surgery—children are awarded a representative bead. There are 18 different ones. Artists volunteer to make special beads for treatment milestones that are integrated into the strand.

It's not unusual for annually all children to collect hundreds of beads that become striking visual stories of their medical journey. Works of art, to be sure.

"It takes people's breath away when they know that every bead on that child's strand represents a courageous moment," Gribbon says.

Beads of Courage's mission-focused program was first called at Phoenix.

Children's Hospital nearly 20 years ago. Today, it's active in 400 children's hospitals in nine countries. On any given day, an estimated 60,000 children are receiving beads. The nonprofit distributes about 14 million beads annually that are tangible visual representations of courage.

"For me, our growth is really evidence of the need to bring more art-based interventions into the hospital setting," Gribbon says. "When you think about the arts, most people make a choice to have an arts experience. They may go to a ballet or they may go to a concert. They may appreciate art in a museum. But what we do is transform that treatment-related experience in that every bead that is given to a child becomes this metaphorical expression of their courage and a community that cares."

It's a beautiful thing.

Do you know an Arts Hero? Someone who works tirelessly to strengthen, inspire and enhance the arts in our community? Nominate him or her at [onmedia.com](http://onmedia.com)

sponsored by  Ensuring Healthy Eyes for the Arts Throughout Southern Arizona



# PROGRAM INSERT

## ADVERTISING

Custom program inserts place your brand in the middle of the theater experience and are exclusive to one insert per program book. Custom inserts stand out and deliver immediate attention for your brand.

**COVER 2**

**LEARN MORE**  
We're building you the ultimate retirement community. Call to learn more about this incredible opportunity.  
480-965-9295

**PRIS**  
Pinnacle Retirement Services  
A Division of Pinnacle Group  
10000 N. 19th Avenue, Suite 100  
Phoenix, AZ 85022  
www.pinnaclecommunity.com

**COVER 1**

A new retirement lifestyle is coming to Arizona.

**MIRABELLA**

**INSIDE 1**

**STUNNING SPACES**  
Located in the heart of Tempe's Arts District, Mirabella at Arizona State University features the largest high-rise residences in the valley. Each comes with high-end appliances and all the finest finishes.

**INSIDE 2**

**LIVE WELL**  
As a Life Plan Community, Mirabella offers a wealth of programs and activities geared toward helping you make the most chapters of your life the best chapters of your life—including countless lifelong learning opportunities at one of the most dynamic research universities in the country, Arizona State University.

		TOTAL UNIT COUNT*	COST
<b>INSERTS</b>	<b>CHOOSE FROM YOUR FAVORITE PRODUCTIONS</b>	25,000	\$4,100
	• MONTH	40,000	\$5,100
	• VENUE	60,000	\$6,300
	• PERFORMANCE	100,000	\$8,900

\*Unit count is custom. Any quantity of insert can be quoted. Ask your rep for more details.

# SPECIFICATIONS

ON MEDIA and its publishing partners are committed to providing exceptionally high quality theatre programs and visitor guides that complement the patrons' experience and live on as a souvenir of the event. As an important investment in your company's brand and marketing strategy, please regard your advertising design as an integral part of your image. Responsible design and thoughtful creativity only make your brand look its best, attracting the reader and fostering a positive response. ON Media reserves the right to critique artwork and reject unacceptable artwork, if necessary. Please consider investing in a professional graphic designer for all your design work. ON Media is happy to make recommendations from our friends in the industry.



**HALF PAGE HORIZONTAL**  
4.75" wide X 3.6875" high



**FULL PAGE\***  
Non-Bleed/Live Area: 4.75" w X 7.75" h  
Bleed\*: 5.625" w x 8.625" h  
Trim Size: 5.375" w x 8.375" h

\*Bleed: Reading and live matter .25" inside trim



**DOUBLE PAGE SPREAD\***  
Bleed: 11" wide x 8.625" high

\*Bleed: Reading and live matter .25" inside trim

**APPLICATIONS:**

- We accept high-resolution PDF files only.
- Minimum resolution of final PDF is 300 dpi
- All fonts are converted to outline or embedded
- The PDF is set up as CMYK

**PROOFS:** If color is critical, you must send a color corrected proof.

**WHERE TO SEND THE MATERIALS:**

Email your files to your account executive.  
For extra large files, please visit [onmediaaz.com](http://onmediaaz.com) to upload files.

**REVISIONS:** Artwork submitted is considered final and press ready. Any changes to artwork need to be noted with REVISED in the file name.

**PICK UP ADS:** Please do not resend the artwork but email your account executive to confirm the pick up instructions.

**DEADLINES:** Dates are subject to change. Deadlines cannot be extended under any circumstances.

**INSERT** Bleed: 10.25" wide x 4.5" high Trim: 10" wide x 4.25" high



**PLEASE LABEL PANELS:**



**SPACE RESERVATION**

**MATERIALS DUE**

**RELEASE DATES**

DEADLINES	SPACE RESERVATION		MATERIALS DUE		RELEASE DATES
	THEATRE PROGRAMS	7/1/23	7/1/23 10/1/23 1/3/24		SEPT/OCT/NOV DEC/JAN/FEB MAR/APRIL/MAY
	ON STAGE PHOENIX	7/1/23	7/1/23		SEPTEMBER 2023
	ON STAGE TUCSON	7/1/23	7/1/23		SEPTEMBER 2023
	MONTHLY ADS		Due 15th (6 weeks prior to run month)		
SPOTLIGHTS		Due 15th (6 weeks prior to run month)			