

MARQUEE

THE OFFICIAL PROGRAM OF THE COBB ENERGY CENTRE

Advertising Information and Rates

2009-2010




COBB ENERGY
PERFORMING ARTS CENTRE



TOPOL
IN
Fiddler
on the
Roof



Cobb Energy Performing Arts Centre

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

The Centre opened in fall 2007 and hosted more than 100 performances and 200,000+ patrons during its first year. The facility includes the 2,750-seat John A. Williams Theatre and hosts three resident companies; Atlanta Ballet, Atlanta Broadway Series and The Atlanta Opera. Resident company performances in the 2009-2010 season include:

ATLANTA BALLET

*Mozart's Magic Flute
Pinocchio
Cinderella
Vivaldi's Four Seasons
Sheer Exhilaration*

THE ATLANTA OPERA

*The Elixir of Love
Orfeo & Euridice
Aida
The Magic Flute*

ATLANTA BROADWAY SERIES

*The 101 Dalmatians
The 39 Steps
Billy Crystal's 700 Sundays
Fiddler On the Roof
Avenue Q*

Cobb Energy Centre also features performances by today's top entertainers. The Irish Tenors and Michael Flatley's "Lord of the Dance" will appear this season. In past seasons, the Centre has hosted, among others: Annie Lennox, Eddie Vedder, Harry Connick, Jr., Olivia Newton-John, Frankie Valli & the Four Seasons, Loretta Lynn, John Fogerty, Keith Urban, Jeff Dunham, Jon Stewart, and Alton Brown.



"Friday and Saturday shows account for a 30 percent sales increase"

— Glen Helmstetter,
Copeland's of
New Orleans

“Performance nights result in an extra 5 to 10 tables of guests”

— Lee Schulman,
Stoney River
Legendary Steaks

ALFRED HITCHCOCK'S
THE
39
STEPS



The Value Statement

We produce 25,000 copies monthly. MARQUEE is available at all performances in the Cobb Energy Centre. Additional copies are available in local luxury hotels, Cumberland Mall, visitor centers and at the five metro area Mercedes-Benz dealerships. Our digital version is sent each month by e-mail to more than 40,000 patrons.



Our Readers Are Your Customers

- **Affluent** - 64% of households have income greater than \$100,000.
- **Age** - 78% are between 35 and 64.
- **Education** - More than 85% hold a bachelors degrees and over 50% hold an advanced degree.

MARQUEE will deliver your message to this substantial audience with outstanding purchasing power and luxury buying habits.

A Wise Investment

1. **Increase your brand recognition** with more than 200,000 affluent and influential prospects.
2. **Save money and increase profits** by reaching a targeted audience and paying cost-effective ad rates. Our CPM is very competitive in the Atlanta marketplace.
3. **Reach new customers and prospects** that seek, appreciate and enjoy luxury items and a luxury lifestyle. The Centre draws patrons from many parts of north metro Atlanta.
4. **Enhance your brand image and boost your credibility** when your message is delivered in a favorable editorial environment.

FOR INFORMATION CONTACT:

Clint Smith, Publisher
770-992-7808
publisher@nwpublications.com

Be Known By The Company You Keep

OUR ADVERTISERS

*The Aberdeen
Atlanta Girls School
Atlanta Lyric Theatre
Avignon at Vinings
Canoe Restaurant
Canterbury Court
Copeland's
Cousins Properties
Cumberland Mall
Delta Community Credit Union
Gas South
H. Stockton Clothier
Harry Norman Realtors
High Museum of Art
Houston's
Kennesaw State University
Lenbrook
LGE Credit Union
Mable House Amphitheatre
Mercedes-Benz
One River Place
Parc Communities
Peachtree Hills Place
Renaissance Waverly Hotel
River Room/Vinings Inn
St. Anne's Terrace
Skanska
Taverna Fiorentina
The Real Chow Baby
The Lovett School
United Community Bank
Wellstar
WineStyles
Woodruff Arts Center
Woodward Academy*



COBB ENERGY
PERFORMING ARTS CENTRE

See
back cover
for Advertising
Rates and Specs.

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AD RATES (net rates)

Size	8x	6x	4x	1x
Full	1400	1600	1800	1900
1/2	925	1000	1100	1250
1/4	525	590	660	700

Premium Positions (full page ads)

	8x	6x	1x
Back Cover	2000	2350	2600
Inside Front Cover	1800	2100	2300
Inside Back Cover	1700	1900	2200
Pages 1-7	1550	1950	2200

DEADLINES

Ad reservation deadline:

1st day of month prior to publishing.

Ad material deadline:

10th day of month prior to publishing.

ADVERTISING DIMENSIONS

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"
Trim Size:	5.375" x 8.375"

ADVERTISING MATERIAL

High resolution PDF of ad is preferred.

Digital files are acceptable, include all linked files and fonts.



Contact:

Clint Smith, Publisher
770-992-7808
publisher@nwpublications.com

Send all ad material to:

New World Communications
4080 McGinnis Ferry Rd.
Suite 1406
Alpharetta, GA 30005



“Revenue in both restaurants is up about 20 percent on the night of a performance”

— Zeina Holwill,
River Room/Vinings Inn

