

Marketing with The Center

Attracting over 240,000 visitors to the building and 5.4 million hits to the website, The Center has the audience for your message! Arts enthusiasts, locals, and visitors alike can purchase tickets to grand symphonic and choral events, exciting jazz, rock and blues concerts, classic plays and Broadway musicals, and so much more!

While most events occur during the fall, winter, and spring, The Center is also home to “AurorA: The Great Northern Lights” in the summer. The arts come to life year-round at The Center!

Resident Companies, as well as other promoters, use CenterTix as their main ticketing vendor for events at The Center and at other venues throughout Alaska. Advertising your business through The Center's MyAlaskaCenter.com and CenterTix.net reaches a diverse audience throughout the year.

During the Season (September to May)

- 197 thermal tickets (hard tickets) are printed daily
- 134 Print@Home tickets are printed daily

Annual Figures for 2009-2010 season are:

- 154,809 thermal tickets were printed
- 58,498 Print@ Home tickets were printed

**More than 60% of all single tickets sold are purchased online.*

By marketing your business through The Center you will reach thousands of savvy arts consumers. Subscribe to the entire year of the MyAlaskaCenter Package and/or the Digital Ticketing Package and you'll receive a 10% discount. To discuss marketing possibilities with The Center, please contact Amanda Hutchins, Community Relations Coordinator, at 263-2923 or ahutchins@alaskapac.org.



Promoters that use CenterTix Ticketing

- Alaska Chamber Singers
- Alaska Dance Theatre*
- Alaska Junior Theater*
- Alaska Sound Celebration
- Alaska Theatre of Youth*
- Anchorage Ballet
- Anchorage Civic Orchestra
- Anchorage Concert Association*
- Anchorage Concert Chorus*
- Anchorage Opera*
- Anchorage Symphony Orchestra*
- Anchorage Youth Symphony
- Cyrano's Theatre Company
- Miss Alaska USA Pageants
- Out North Contemporary Art House
- Sitka Music Festival
- UAA Department of Music
- UAA Department of Theatre & Dance
- Warren Miller Entertainment
- Whistling Swan Productions*

** Indicates an ACPA Resident Company*

CenterTix reaches audiences everywhere!

Examples of venues that have used CenterTix:

- Anchorage Museum
- Atwood Concert Hall
- Cyrano's Off-Center Playhouse
- Discovery Theatre
- Grant Hall - APU
- Out North Theatre
- Snow Goose Theatre
- Sydney Laurence Theatre
- UAA Main Stage
- UAA Recital Hall
- Wilda Marston Auditorium
- Williamson Auditorium
- West High School Auditorium

Marketing with The Center

Package Pricing

Three ways to go!

MyAlaskaCenter.com Package

Quarterly Ad located on MyAlaskaCenter HomePage, each Section HomePage, CenterTix HomePage, CenterTix Upcoming Events eBlast, The Center eNews eBlast.

Quarter	Cost
Sept - Nov	\$500
Dec - Feb	\$500
Mar - May	\$500
June - Aug	\$250

Digital Ticketing Package

Quarterly Ad located on Confirmation Email and Print@Home Ticket

Quarter	Cost
Sept - Nov	\$500
Dec - Feb	\$500
Mar - May	\$500
June - Aug	\$250

Select a package and subscribe to an entire year of advertising for only \$1,575 - a 10% savings!

Thermal Tickets

3.5 x 1.1875 inches
black + red, or black + red + spot color
(1 available per print run, approximately once per quarter)

50,000 tickets \$1,500
100,000 tickets \$3,000



Alaska Center for the Performing Arts
621 W 6th Avenue
Anchorage, AK 99501

Amanda Hutchins
Community Relations Coordinator

direct: 907-263-2923
fax: 907-263-2927
email: ahutchins@alaskapac.org
web: www.myalaskacenter.com

MyAlaskaCenter.com Package

- In Fall 2008, www.alaskapac.org and www.centertix.net combined into one great website: www.myalaskacenter.com.
- Over 5,379,600 hits occurred in the 2009-2010 Season for MyAlaskaCenter.com and CenterTix.net combined.
- Over 59,180 patrons opt-in to receive CenterTix Upcoming Events monthly communication from CenterMail: 3 eblasts Sept-Nov; 3 eblasts Dec-Feb; 3 eblasts Mar-May; 2 eblasts June-Aug.
- About 2000 patrons opt-in to receive Center eNews quarterly communication from CenterMail.
- Over 240,000 patrons visit The Center annually.
- Include a link to your business website.

Your MyAlaskaCenter.com digital ad can be found on the MyAlaskaCenter homepage, section homepages, CenterTix.net homepage, CenterTix Upcoming Event eBlast, and Center eNews eBlast.

People don't like to wait...they want answers and solutions -- and they want it now! With your MyAlaskaCenter.com digital ad your customers are one click away from your most important marketing tool, your website.

Need help creating an impression? The Center's team can design your ad professionally and effectively. Your MyAlaskaCenter.com digital ad will be posted quickly. We will consult with you to ensure the image and message appear as you desire.

Don't forget to measure the success of your MyAlaskaCenter.com digital ad campaign! We will send you statistics on click-through rates from your ad. Compare your ad's performance against sales. Is there a direct correlation? Do sales increase as click-throughs increase?

Terms & Conditions

- The Center tracks the click-through rate.
- Images must not exceed 20K file size and 3-7/8 x 13/16 inches or 279 x 54 pixels.
- Each MyAlaskaCenter.com digital ad designed by The Center is subject to a one-time fee of \$75.
- Each MyAlaskaCenter.com ad may be updated (no more than every two weeks) for a change fee of \$25 each time.
- The Center will bill advertisers quarterly. The contract for a MyAlaskaCenter.com digital ad lasts a minimum of three (3) months and a maximum of twelve (12) months. Once a contract expires, The Center reserves the right to contract with a different advertiser.
- See rate sheet for details or find us online at http://www.myalaskacenter.com/OurInformation/ourinformation_acpa_MarketingWithCenter.aspx

MyAlaskaCenter.com Package

Examples on this sheet are NOT shown at actual size.

ALASKA CENTER FOR THE PERFORMING ARTS

coming events media center arts community your visit our information

BUY TICKETS Shopping Cart My Account

Anchorage Concert Association

Blue Man Group
May 10-15, 2011
Atwood Concert Hall - ACPA
Presented by Anchorage Concert Association

The Alaska Center for the Performing Arts UAA
Guitar and Flute concert performs 2Nite only @ UAA
Recital Hall CU Theater!

What's Happening

See All Coming Events on CenterTix!

Pick.Click.Give this year to the organizations you hold dear.

MyAlaskaCenter Sponsored

ANCHORAGE MUSEUM

MAMMOTHS AND MASTODONS

See it live at <http://www.mylaskacenter.com/>

Select this package and subscribe to an entire year of advertising for only \$1,575 - a 10% savings!

Quarterly Ad located on MyAlaskaCenter HomePage, each Section HomePage, CenterTix HomePage, CenterTix Upcoming Events eBlast, and The Center eNews eBlast

5-20K max. file size
279 x 54 pixels

Linked directly to your website.

CenterTix

ALASKA CENTER FOR THE PERFORMING ARTS

coming events media center arts community your visit our information

customer service event calendar my account promotions shopping cart

An Evening with Comedian Gallager
June 26, 2010
Atwood Concert Hall - ACPA
Presented by New Northwest Broadcasters

Find by Title

- Acoustic Africa
- Alpin Hong
- American Bluegrass Masters
- Amstel Saxophone Quartet
- Assimilation

Find by Date

Event Calendar

CenterTix Gift Certificates

Subscriptions

- Alaska Chamber Singers
- Alaska Dance Theatre
- Alaska Junior Theater
- Alaska Theatre of Youth
- Anchorage Concert Association

MyAlaskaCenter Sponsored by

ANCHORAGE MUSEUM

WALKING WITH DINOSAURS THE ARENA SPECTACULAR

Explore Anchorage.net

What's Happening

Celebrate Summer in Downtown Anchorage!

Hail and well met, traveler! Know ye

See it live at <http://www.centertix.net/>

This package guarantees superior exposure for your business!

ALASKA CENTER FOR THE PERFORMING ARTS

June / July / August 2010

walking with dinosaurs | spotlight | online giving | now playing | marketing with the center | michael kaiser: arts in crisis tour | join the patron lounge | contact us | view on web

MyAlaskaCenter Sponsored by

SMITHSONIAN ARCTIC STUDIES CENTER

ANCHORAGE MUSEUM

WALKING WITH DINOSAURS THE ARENA SPECTACULAR

Explore Anchorage.net

@ The Center

Anchorage Youth Symphony

Anchorage Youth Symphony
Discovery Theatre
Saturday, June 26, 2010

Walking with Dinosaurs: The Arena Spectacular

After 65 million years, they're back! After years of planning, the award-winning BBC TV series, *Walking with Dinosaurs: The Arena Spectacular* comes to life in a stunning theatrical event and is making a stop in Anchorage!

Internationally renowned designers have worked with scientists to create 15 life-size dinosaurs, including the terror of the ancient terrain, Tyrannosaurus-*rex*! Be amazed and thrilled as the greatest creatures ever to walk the earth return before your eyes.

It's a dazzling 10 million pound arena spectacle of unprecedented size and quality set to captivate young and old alike. Marvel at the story of their 200 million year domination of life on earth. Watch them walk. Hear the roar. Be there as they fight for survival and supremacy. From the ripple of their skin to the glint in their eye, you will know the dinosaurs really have returned! So make sure you have your seat to see the return of the dinosaurs!

Walking with Dinosaurs: The Arena Spectacular will be performing in Anchorage at the Sullivan Arena August 19th-22nd. **Get your tickets before they go extinct!** In addition, The Center has officially partnered with the Sullivan Arena to cross-promote events and we will be bringing you an exclusive discounted ticketing offer for *Walking with Dinosaurs: The Arena Spectacular*. Details will be sent via email... keep your eyes peeled for the special password!

Spotlight: Patrons - Thank You!

See it live at <http://www.mylaskacenter.com/centermail/CenterEnews.html>

CenterTix

ALASKA CENTER FOR THE PERFORMING ARTS

Upcoming Events

added recently | concert | dance | family | other | theater

Concerts

Anchorage Youth Symphony
Anchorage Youth Symphony
Discovery Theatre
Saturday, June 26, 2010 at 8:00pm

Brandi Carile
Whistling Swan Productions
Discovery Theatre
Friday, July 16, 2010 at 7:30pm

BritBeat
AMP Pharmacy
Discovery Theatre
Thursday, June 17, 2010 at 7:00pm

Crooked Still
Whistling Swan Productions
Tuesday, June 15, 2010 at 7:30pm - Snow Goose Theatre
Wednesday, June 16, 2010 at 7:30pm - Vagabond Blues

David Lanz: Liverpool Trio
PG Promo LLC
Atwood Concert Hall
Friday, June 11, 2010 at 8:00pm

Olympics of the Mind Awards featuring Kelly Price
NAAC ACT-50

See it live at http://www.mylaskacenter.com/CenterMail/_UpcomingEvents.aspx

Digital Ticketing Package

Confirmation Email

- Approximately 58,498 confirmation emails will be delivered to patrons in the 2009-2010 Season.
- Includes a link to your business website.

As soon as a patron completes an order on CenterTix, a confirmation email is automatically sent to them. This is a great opportunity to increase your exposure, promote your product, or make a special offer. Reach out to our audience and make them yours!

Print@Home Tickets

- Over 42% of all tickets purchased during the 2009-2010 Season have been received via the Print@Home delivery option.
- Approximately 36,580 Print@Home tickets have been printed during the 2009-2010 Season.

Print@Home is an online “print your own tickets” service for events, attractions, and shows of all types. The ad spaces in the Print@Home tickets are great places for coupons with no postal or printing cost to your company. After the performance, why not give patrons a suggestion on what to do to cap off their experience?

Terms & Conditions

- Your ad will appear in Ad Space #1 or Ad Space #2. There is a limit of two spaces per quarter.
- Digital Ticketing ads may be in color, but printed quality will depend on recipient's printer.
- Images must not exceed 3-7/8 x 13/16 inches or 279 x 54 pixels.
- Each Digital Ticketing ad designed by The Center is subject to a one-time fee of \$75.
- Each Digital Ticketing Package ad may be updated (no more than every two weeks) for a change fee of \$25 each time.
- The Center will bill advertisers quarterly. The contract for a Digital Ticketing ad lasts a minimum of three (3) months and a maximum of twelve (12) months. Once a contract expires, The Center reserves the right to contract with a different advertiser.
- If you choose to advertise in the form of a coupon, please make the coupon valid for at least twelve (12) months.
- See rate sheet for details or find us online at http://www.myalaskacenter.com/OurInformation/ourinformation_acpa_MarketingWithCenter.aspx

Digital Ticketing Package

John Doe

From: johndoe@hisspace.com
 Sent: Monday, June 22, 2009 11:22 AM
 To: Centertix
 Subject: CenterTix - Order Confirmation



Thank you very much for using CenterTix.
 Your Order No. is: 525202

Select this package and subscribe to an entire year of advertising for only \$1,575 - a 10% savings!

Ad Space #1

Ad Space #2

THIS IS NOT YOUR TICKET.

Please click the "Shipping Information" area below for information about ticket delivery. For Print@Home orders, please click on the link under "Shipping Information" to print your tickets. Be sure to print all pages (one page per ticket ordered.) All valid CenterTix tickets have a BAR CODE prominently displayed. Tickets printed in red ink will not scan through the door.

Please take a moment to complete our Customer Service Survey

Please note that all sales are final. Exchanges are allowed at least 24 hours prior to your performance (fees and restrictions may apply). Please contact CenterTix at 907-263-ARTS (or 1-877-ARTS-TIX outside Anchorage) for more information.

If you cannot use your tickets, please call CenterTix to inquire about ticket donations. We recommend you arrive at least 30 minutes prior to your performance in order to allow time to find parking.

Billing Information Company: Hisspace Name: John Doe Address: 234 American Lane Anchorage, AK 99501 Phone: 907-555-1234 Email: johndoe@hisspace.com		Shipping Information Print@Home: Click Here to Print Your Tickets Click the above link to print the tickets yourself prior to the event and take it to the venue. You need Adobe Acrobat Reader to be able to print your tickets. If you don't have the Adobe Acrobat Reader on your computer, click here . You can also access your tickets at "My Orders" in the "My Account" Section on our Website .						
Performances								
Qty.	Loc.	Seat	Pricing	Price	Svc Chrg*	MOA Fee*	Total	Status
The Lion King - Disney's THE LION KING at Atwood Concert Hall (#13/2009, 1:00 pm AKDT)								
1	DOOR A Orchestra/Premium Ticket Package	106L / M - 304	TLK Disney Rewards Card -- Regular(TLK_DRC_REG)	\$135.00	\$13.50	\$2.50	\$151.00	paid
1	DOOR A Orchestra/Premium Ticket Package	106L / M - 303	TLK Disney Rewards Card -- Regular(TLK_DRC_REG)	\$135.00	\$13.50	\$2.50	\$151.00	paid
1	DOOR A Orchestra/Premium Ticket Package	106L / M - 302	TLK Disney Rewards Card -- Regular(TLK_DRC_REG)	\$135.00	\$13.50	\$2.50	\$151.00	paid
1	DOOR A Orchestra/Premium Ticket Package	106L / M - 301	TLK Disney Rewards Card -- Regular(TLK_DRC_REG)	\$135.00	\$13.50	\$2.50	\$151.00	paid
							Processing Fee:	\$0.00
							Delivery Fee:	\$0.00
							Total:	\$604.00

Kind Regards,
 CenterTix
 Phone: 907-263-ARTS (278) or 1-877-ARTS-TIX outside Anchorage
 Fax: 507-263-2716
 eMail: centerix@alaska.ac.org
 www: <http://Alaskapac.centerix.net>

*Ticket Fees Description
 Svc Chrg = Service Charge
 MOA Fee = MOA Roof Fee

A limit of only 2 clients per quarter in this package, guaranteeing a high level of exposure for your business!

Quarterly Ad located on Confirmation Email and Print@Home Ticket

3-7/8 x 13/16-inches or 279 x 54 pixels (limit 2 ads per quarter)

Confirmation Email ad can link directly to your website.

Order Information		
THIS IS YOUR TICKET		THIS IS YOUR TICKET
OR 263-ARTS		
Billing Address CenterTix John Doe	Payment Information John Doe 3xxxxxxxxxxxxxx 10/2007	Order Total: \$17.50 Order Fees: \$1.50 Order Tax: \$0.00 Order ID: 175126 # Tickets: 1
Anch, AK 99501 (US)		

Ticket Information					
Show Name		2/23/2007 7:00:00 PM			
Section	Row	Seat	Code	Price	Fee
General Admission (General Admission)	GA	9	REG	\$16.00	\$1.50
Location Information Venue Name Venue Address Anchorage, AK 99501 (US) 907-263-ARTS			Other Information CHILDREN 6 and younger are NOT admitted Approximately 2 hours and 30 minutes including intermission.		

Ad Space #1

Ad Space #2

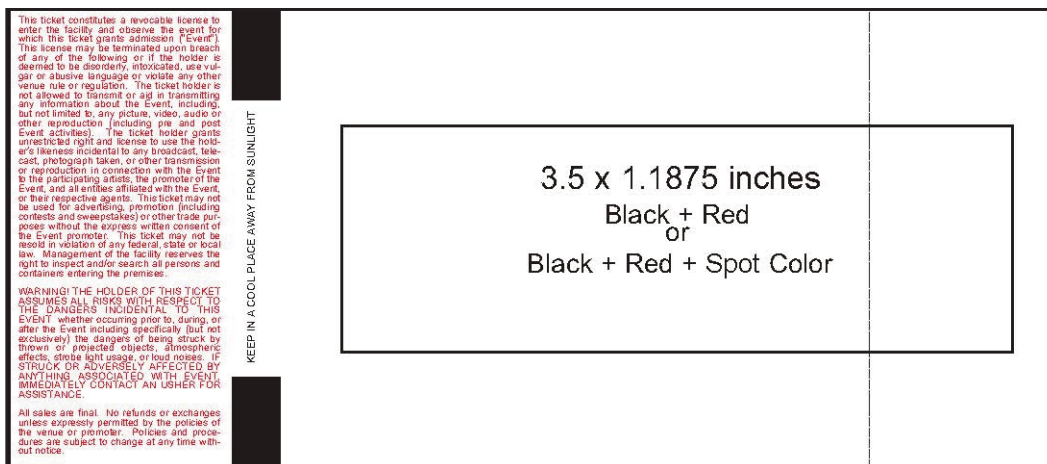
Examples on this sheet are NOT shown at actual size.

The holder is admitted on condition, and by use of this ticket agrees that: (a) this ticket constitutes a revocable license to enter the facility and observe the event for which this ticket grants admission ("Event"); (b) the holder is not allowed to transfer or sell or transmitting any information about the Event, including, but not limited to, any picture, video, audio, or reproduction concerning the Event (including pre and post Event activities) ("Event Information"); (c) the venue operator or event promoter may be the exclusive owner of all copyrights and other proprietary rights to the Event and Event Information; and (d) the holder grants, unreservedly, right and license to use the holder's likeness (notwithstanding any broadcast, record, photograph, video, or other transmission or reproduction in connection with the Event or otherwise to the participating artists, promoter of the Event, and all entities affiliated with the Event, or their respective agents. This ticket may not be used for advertising, promotion (including contests and sweepstakes) or other trade purpose without the express written consent of CenterTix. This ticket may not be used in violation of any federal, state or local law or regulation. The license granted by this may be terminated upon: (a) breach of any of the preceding provisions; or (b) if the holder is deemed to be disorderly, intoxicated, use vulgar or abusive language or violate any other venue rule or regulation. Management of the facility reserves the right to inspect and/or search all persons, packages and bags entering the premises.

WARNING! YOU ARE AT YOUR OWN RISK WITH RESPECT TO THE DANGERS INCIDENTAL TO THIS EVENT whether occurring prior to, during, or after the Event including specifically, but not exclusively, the dangers of being struck by thrown or projected objects, atmospheric effects, strobe light usage, or loud noises. IF STRUCK OR OTHERWISE INJURED BY ANY THING ASSOCIATED WITH EVENT, IMMEDIATELY CONTACT AN Usher FOR ASSISTANCE. All sales are final. No refunds or exchanges unless expressly permitted by the policies of the venue or promoter. Policies and procedures are subject to change at any time without notice.

Thermal Tickets

- CenterTix has handed patrons more than 154,800 thermal tickets during the 2009-2010 Season.
- Nearly 72.5% of all patrons will receive a thermal ticket during the 2009-2010 Season; this includes all season subscribers to our Resident Companies and many single ticket buyers.
- Each print run results in 100,000 tickets produced. Choose 50,000 to run concurrently with another client. Or choose 100,000 to secure exclusivity.



Example on this sheet are NOT shown at actual size.

Terms & Conditions

- Your ad will appear on the back of each thermal ticket The Center prints.
- Available colors are black and white; or black, white and one spot color for an extra fee.
- Ad must be no larger than 250 x 90 pixels or 3-1/2 x 1-1/8 inches. Ad must be a 300 dpi image.
- The minimum order is 50,000 tickets.
- The Center will bill advertisers at the time we place the order with the ticket stock company.
- When it is time to re-order ticket stock, The Center reserves the right to contract with a different advertiser.
- If you choose to advertise in the form of a coupon, please make the coupon valid for at least twelve (12) months.
- See rate sheet for details or find us online at http://www.myalaskacenter.com/OurInformation/ourinformation_acpa_MarketingWithCenter.aspx