



www.BroadwayWorld.com

The Home Page for America's Theatergoers!



Delivering A

- » **Young,**
- » **Active,**
- » **Affluent,**
- » **Educated,** and
- » **Upscale Audience**

» **BroadwayWorld.com is the World's leading web site for Broadway and Off-Broadway theatergoers, theater professionals, and vacation planners...**

Launched May 2003, **BroadwayWorld.com** distinguishes itself by being the most comprehensive, up-to-date, and truly entertaining online Broadway destination. All encompassing, we feature exclusive hourly news from an in-house staff, select highlights from all around the net, the most popular theater discussion forums on the web today, informative columns, interviews with movers, shakers, and spotlight performers, riveting professional photo coverage of major Broadway and other theatrical events, Broadway's biggest Web Radio station, Broadway memorabilia trader's corner, comprehensive events calendar, illuminating bios of the who's who of Broadway, and many other features that keep users engaged, entertained, and coming back!

» **BroadwayWorld.com is the place to go for your daily dose of theater...**

Promotion: The site's initial launch was promoted via banner advertisements on existing theater sites. After receiving the maximum of exposure to existing online theater web site users, we expanded our focus to reach out to new users not currently regularly visiting one of the other major sites. This was achieved through Search Engine Sponsorships on such leading portals on Yahoo!, Google, MSN, and America Online. **BroadwayWorld.com** continues to promote the site through partnerships, and the continual expansion of features and content.

Site Traffic / Growth: (April 2005) Currently serving an average of 45,000+ visits a day, and 3,500,000+ page views per month, **BroadwayWorld.com** has enjoyed a constant growth rate since its launch. Further planned online and offline site promotion, along with continued increased involvement with the theater community as a whole helps the site maintain its upward growth trajectory, and ensures our pattern of exceeding all of our internal growth targets.

Exciting new features, partnerships, and content additions include:

- > Expanded news, content, and photo coverage.
- > Theater Fan's Choice Awards
- > **BroadwayWorld.com** Branded Broadway, and Off-Broadway Events
- > Fully interactive Broadway Theater Map, Off-Broadway and Cabaret Coming Soon
- > Regional Theater Coverage: Throughout 2005, **BroadwayWorld.com** will be expanding its coverage into several new markets

“What distinguishes BroadwayWorld.com is the breadth of information, its entertainment qualities, and the interactive tools we deliver to theatergoers, Broadway professionals, and travelers who frequent our site”

— Robert Diamond, *Founder,*
BroadwayWorld.com



» BroadwayWorld.com Delivers...

A Growing Audience Delivering half a million unique users a month, **BroadwayWorld.com** continues to grow unique traffic at approximately **20%** per quarter

Young Demographics Two-thirds (**66%**) of all visitors to **BroadwayWorld.com** are between the ages of 18-44

Affluent Consumers Almost half (**40%**) of all visitors earn \$75,000+, and **25%** earn over \$100,000

Educated Adults Over **34%** have Bachelor's degrees, and over **14%** have earned Post-Graduate degrees

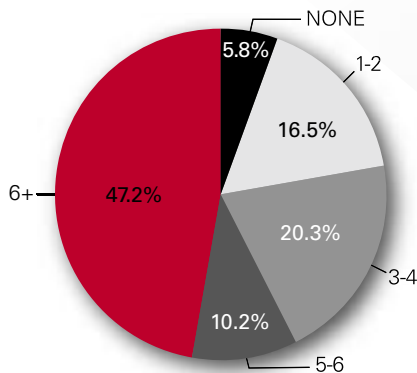
Professionals One-third (**30%**) are professional/managerial, while **15%** are employed in top management

Web Saavy Consumers At least **45%** of **BroadwayWorld.com** visitors spend 6-20 hours per week on the internet, with another **30%** on the web 20+ hours a week

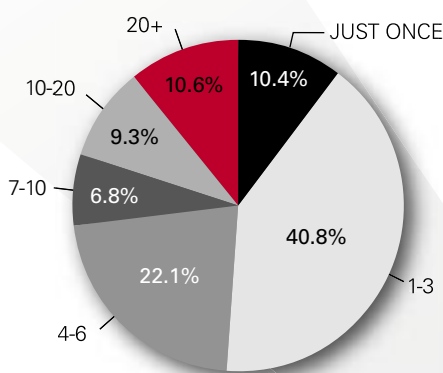
Extended Visits **26%** of our audience spends 20-60 minutes per visit, and over **15%** report spending 60+ minutes per visit

Devoted Audience Fully **47%** of our audience visits **BroadwayWorld.com** every day, with an additional **20%** stating they visit several times per week.

How many shows have you seen in last six months?



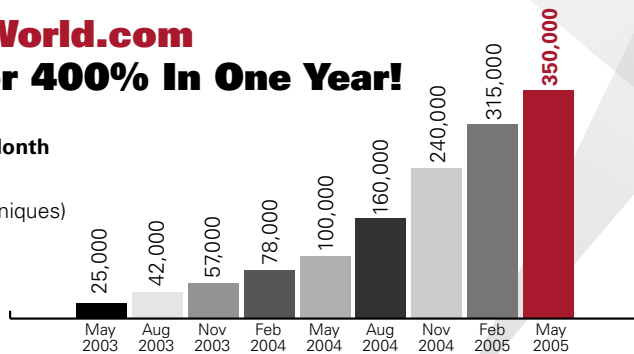
How many times have you gone back to see your favorite shows?



BroadwayWorld.com Grows Over 400% In One Year!

Unique Visitors per Month

Yearly Growth Trend (Uniques)
May 2003 – May 2005



Demographics

Audience Data

Unique Audience	350,000
Page Views Per Month	3,330,000
Ad Impressions	10,230,000

Gender

Men	57.6%
Women	42.4%

Household Income

\$50,000+	54.7%
\$75,000+	40.4%
\$100,000+	24.7%
\$150,000+	11.7%

Education

Some College	47.4%
Graduated College	34.6%
Post Graduate Degree	14.3%

Occupation

Executive/Managerial/Professional	30.8%
Top Management	15.4%

Age

18-34	49.4%
35-44	17.2%
45-54	13.8%
55-64	6.8%
21+	74.1%
35+	39.7%
55+	8.8%

Geographical Location

Northeast	59.7%
Midwest	14.9%
West/Mountain/Pacific	13.9%
South	11.4%

Affinity

Visitors who've bookmarked site

Yes	65%
No	35%

Avg. time spent on site per visit

60+ minutes	15%
31-60 minutes	12%
21-30 minutes	15%
11-20 minutes	23%
5-10 minutes	22%

Frequency of visitor visits

Daily	47%
Several times per week	20%
Once per week	8%
Several times per month	3%
Once per month or less	1%
First visit	20%

Avg. time spent on internet per week

20+ hours	30%
11-20 hours	23%
6-10 hours	23%
3-5 hours	14%
1-2 hours	6%
Less than 1 hour	4%

» Premium Site Features offered by **BroadwayWorld.com...**

News Roundup: The most updated and comprehensive theater news on the net is presented on a daily basis by our team of editors tracking dozens of newswires, newspapers, press submissions and more. In addition to **BroadwayWorld.com**'s unmatched editorial coverage, a roundup of news on other theater sites around the net is presented bringing all the Broadway news Theater goers need in one convenient destination.

Message Board: Broadway's most lively discussion forums where thousands of passionate theater fans, and industry professionals congregate daily to discuss the world of theater, posting over 35,000 messages on the average day. Over 1,000,000 messages have been posted on the site since its inception by thousands of visitors a day. The message boards at BroadwayWorld are always lively and present a myriad of opinions on theater from New York, and around the globe.

Who's Who: Is a rapidly growing directory of those in front of and behind the scenes on Broadway. Performers, creative teams, designers, agents, and others all being added to the site on a daily basis complete with headshots, bios, photos and full career stats. The directory is a reliable resource used and viewed by journalists, casting directors, industry professionals and of course, fans. An additional feature of the Who's Who is that it will query the BroadwayWorld news engine to display the latest news for each entry, all in one convenient location.

BroadwayWorld.com Radio, and Seth's Broadway Chatterbox: The world's largest Broadway web radio station, we play show tunes exclusively from 1990 to today, intermingled with exclusive theater talk show content. Seth's Broadway Chatterbox, the popular live show that takes place every Thursday at Don't Tell Mama's with Broadway's leading guests is aired exclusively three times a week.

In 2004, Jim Caruso's Cast Party premiered on **BroadwayWorld.com** radio bringing highlights from the live event and interviews with NY celebs on a weekly basis. **BroadwayWorld.com** radio will continue to expand its programming with special concerts and more throughout 2005.

Broadway Event Calendar: The Event Calendar is the definitive guide to what's happening in and around the world of New York theater. Show openings and closings, concerts, charity events, cabarets, album and video releases are all covered here on a viewable and printable calendar.

Show Listings / Reviews: Listing information for all of the current and upcoming Broadway, Off-Broadway, West End, Cabaret, Off-Off-Broadway, Cabaret, and Special Event shows. The listings include plot summaries, running times, show schedules, available CDs, the latest news on each.

(continued on next page)

“BroadwayWorld.com is quickly developing a heritage of trust, reliability, and entertainment among theatergoers, and vacation planners through our timely, in depth, upfront, and engaging coverage of all the wonderful things that make Broadway, Broadway!”



» Premium Site Features *(continued from previous page)*

Ticket Sales: **BroadwayWorld.com** provides ticket sales via telecharge.com, ticketmaster.com and other ticket outlets for all shows listed on the site. Purchasing tickets to shows anywhere in the world is always one-click away.

Web Directory: Similar to Yahoo's web directory, you can find links to hundreds of sites about theater, performers, and more quickly and easily. All listings are free.

BroadwayWorld TV: With it's premier January 2005, **BroadwayWorld.com** presents an on-demand stream of the popular THAT'S KENTERTAINMENT! Variety/talk show hosted by Ken Kleiber. THAT'S KENTERTAINMENT had the distinction of being the first show in the world granted an interview with Liza Minnelli post-David Gest. Featured in the NEW YORK TIMES, NEXT, UK's REFRESH MAGAZINE, the CHICAGO TRIBUNE, deemed "Hysterical!" by LIZ SMITH, and seen on ENTERTAINMENT TONIGHT, THAT'S KENTERTAINMENT! was also ranked as one of HX Magazine's "101 Reasons to Love New York."

Photo Coverage: With a photographic team led by professional photographer Linda Lenzi, **BroadwayWorld.com** showcases opening nights, press previews, red carpets, award shows, around the town segments and more showcasing theater celebrities. **BroadwayWorld.com's** extensive photo coverage is unmatched in the theater world.

Columns: **BroadwayWorld.com's** ever-expanding editorial staff consists of passionate, enthusiastic, seasoned writers covering varying aspects of musical theater. Reviews, interviews, coverage of Broadway, Off-Broadway, regional theater, cabaret, and London theater are all covered on the site.

Blogs: **BroadwayWorld.com** is the first web site of its kind to offer its registered readers their own personal blogging spot. With over 100 registered blogs on the first day, the site has established itself as the largest theater blog community on the net.

The Broadway Pulse: Presented in blog format by **BroadwayWorld.com** editor-in-chief Robert Diamond, the day's leading news stories from around the theater world are posted along with analysis, links of interest, news and more.

Upcoming CDs / DVDs: A comprehensive listing of upcoming, theater related CDs and Videos. Organized by date, each entry on the site is complete with a description, track listing, and reviews of each by **BroadwayWorld.com's** users.

RSS Feeds: The first and only Broadway Theater site to offer news updates delivered 24/7 direct to users via RSS news feeds.

"All these features makes BroadwayWorld.com the preferred home page for well budgeted theatergoers, Broadway fans, and professionals, and the preferred place for many leading advertisers."



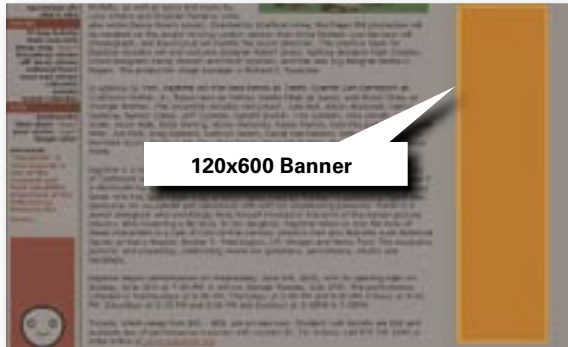
>> BroadwayWorld.com Marketing, and Online Advertising Opportunities...



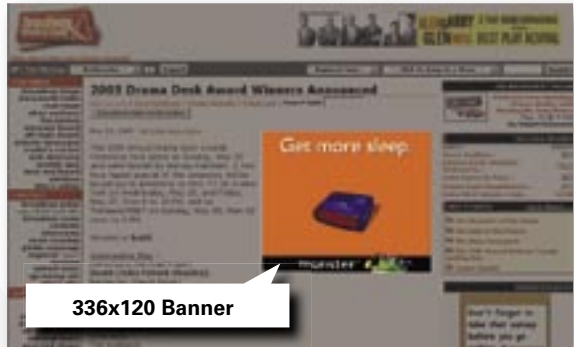
468x60 Banner



Text Banner



120x600 Banner



336x120 Banner

>> BroadwayWorld.com 2005 Rate Card

Standard Advertising IAB Units Open Rate (CPM)

Type	Dimensions	Rate
Rectangle.....	336x280	\$15 - \$20
Skyscraper	120x600	\$12 - \$18
Leaderboard.....	428x60	\$12 - \$18
Square Button.....	125x125	\$10 - \$12
BroadwayWorld.com Welcome Ad	640x480	\$30 - \$35
Rotating Text Message	Various sizes available	\$25
Embedded Video	Various sizes available	Contact sales rep
BroadwayWorld.com Radio	30 second .mp3	Contact sales rep

Exclusive advertisers \$20 gross cpm (minimum buy \$5,000)

General banner specifications: Max file size = 40k Flash / 25k gif/jpeg; Max loops = 5

Sample Sponsorable Sections:

- ✓ Message Board
- ✓ Broadway Maps
- ✓ Weekly Polls
- ✓ Top Stories

Rich Media (\$20 - \$30cpm)

BroadwayWorld.com

accepts rich media advertising.

(All rich media ads are tested before posting)

Allow 3 business days for testing

✓ Eyeblander

✓ Pointroll

✓ Klipmart

✓ Unicast

✓ Viewpoint

✓ Flash GIF HTML

✓ Java

✓ Java Script JPEG

✓ Shoshkeles

✓ And, more

» E-Mail Newsletters

Reach a high quality and targeted audience

BroadwayWorld.com eNewsletters provides subscribers with Broadway news, breaking stories, show debuts, and teasers to upcoming features on **BroadwayWorld.com**.

The **eNewsletters** enables the sponsor to deliver top-level information about their products and/or services while branding their name in an environment valued by our users.

Distribution: 10,000 – 25,000



BroadwayWorld.com Twice-Daily:

This newsletter is sent twice a day, once at noon and once at midnight presenting all of the news from our Broadway news engine straight to user's inboxes.

Distribution: 10,000

Position	Rate
Top	\$450
Middle	\$400
Standard	\$350

BroadwayWorld.com Once-Daily:

Sent once a day at midnight is a review of key news and stories from the day.

Distribution: 10,000

Position	Rate
Top	\$450
Middle	\$400
Standard	\$350

BroadwayWorld.com Events:

Sent every Sunday night, this eNewsletter features a day by day listing of what's coming up in a particular week from our comprehensive Event Calendar.

Distribution: 15,000

Position	Rate
Top	\$500
Middle	\$450
Standard	\$400

BroadwayWorld.com Site News/ Special Offers:

Sent periodically to all site users to alert them to new site features, special offers, news or discounts from our advertising partners.

Distribution: 25,000

Position	Rate
Top.....	\$500
Middle.....	\$450
Standard	\$400

BroadwayWorld.com Weekly News Round-Up:

Our newest newsletter is sent out every Sunday and presents a roundup of the most widely read news stories (compiled automatically from our tracking system) from around the net during the previous week.

Distribution: 10,000

Position	Rate
Top.....	\$450
Middle.....	\$400
Standard	\$350



BroadwayWorld.com Contests:

BroadwayWorld.com runs contests for a variety of prizes ranging from show tickets, to CDs, to Showtime boxed gift sets on a wide variety of entertainment and theater properties. All registered users are eligible to enter, and contests have varied in format from trivia to clever caption contests, and more...

Contest sponsorship includes:

- ✓ Top billing as contest sponsor "This contest is proudly sponsored by" — your company name —
- ✓ Ability to donate your product or service as prize
- ✓ 120x600 Skyscraper, and 428x60 banner on contest page
- ✓ Contest sponsor notation on main page
- ✓ Logo under winner notation on main page

Distribution: 25,000

Rate..... **\$1500**

Sponsorship includes:

- ✓ 30-50 words of text
- ✓ Link to Web site
- ✓ Logo (gif/jpeg accepted)

Note: A 120x600 banner may be added for \$250 premium on the published sponsorship rates.

Opt-in E-mail List Rental:

- \$275 per 1000 files
- All blasts via BroadwayWorld.com IT department.

» BroadwayWorld.com Concerts and Events:

BroadwayWorld.com remains committed to being an active part of the theater community, supporting organizations, charities and productions.

Our BroadwayWorld.com Presents: *Standing Ovations* series attract the brightest, most talented Broadway stars performing Broadway hits from current shows, and those from the timeless classics, too. These shows are continuously sold out. And, our *Front and Center Concert Series* features at Joe's Pub proudly features Broadway's best and up and coming talents.

BroadwayWorld.com Presents: Standing Ovations

Standing Ovations I (May 23, 2004): - Featured a benefit concert with proceeds going to *Broadway Cares/Equity Fights AIDS*. Hosted by Michael Musto of the *Village Voice*, performers included: Laura Bell Bundy, Matt Cavanaugh, Kim Cea, Susan Egan, Felicia Finley, Alison Fraser, Sriram Ganesan, Mandy Gonzalez, Andrea McArdle, Raymond McLeod, Erin Leigh Peck, William Tost, Eddie Varley, Max von Essen, Bill Weeden, Tony-award winning composer Marc Shaiman, and more!

Standing Ovations 2 (October 10, 2004): The Sold Out follow-up to *Standing Ovations I* took place at Joe's Pub and was hosted by Scott Nevins of Therapy's "Scott Nevins Presents" Appearing were: Scott Alan, Michael Arden, Becca Ayers, Neil Berg, Liz Callaway, Matt Cavanaugh, Miguel Cervantes, Rob Evan, Mandy Gonzalez, Jenna Leigh Green, Cheyenne Jackson, Brian Lowdermilk, Michael McKean, Raymond McLeod, Euan Morton, Larry O'Keefe, Erin Leigh Peck, Billy Porter, Randy Redd, Alice Ripley, Jai Rodriguez, Rena Strober, Toxic Audio, and Eddie Varley. Plus a special surprise guest appearance by Ellen Greene!

Standing Ovations 3 (April 17, 2005): The Sold Out third *Standing Ovations* concert took place at Joe's Pub. Appearing were: Shoshana Bean, Brandi Burkhart, Kerrie Butler, Sara Chase, Kris Cusick, Natascia Diaz, Sara Gettelfinger, Rita Harvey, Cady Huffman, Cheyenne Jackson, Greg Jbara, Jenn Gambatese, Jessica Grove, Robbie Maitner, William Michals, Erin Leigh Peck, Darren Ritchie, Marty Thomas, Julie Tolivar, Victor Wallace, Barbara Walsh, and Frank Wildhorn. Plus a special surprise guest appearance by Jennifer Holliday!



Go to BroadwayWorld.com for future *Concert & Standing Ovations* Dates!

BroadwayWorld.com Concert Series

Each concert presents both new and familiar theatre talent performing in an intimate cabaret setting...

BW Concert Series (July 2004)

The concert series kick-off featured Broadway star Mandy Gonzalez (*AIDA*, *Dance of the Vampires*). Plus special guest and *VAMPIRES* costar, Max von Essen.

BW Concert Series (July 2004)

Presented a sold-out concert featuring the cast of the Off-Broadway hit *Bare*, which generated such intense interest that two encore concerts were added throughout the month of July selling out equally as quickly as the first.

BW Concert Series (August 2004)

Gavin Creel, (Tony Nominated for *Thoroughly Modern Millie*) performed along side Laura Benanti (*Nine, Into the Woods*) in a night of two sold out concerts.

BW Concert Series (September 2004)

The Cast of Broadway's hit *Hairspray* took to the stage for a night of music featuring performances by a dozen cast members, and an unannounced, surprise appearance by star Michael McKean.

BW Concert Series (November 2004)

Star of stage and screen Susan Egan took to the Joe's Pub stage in another sold-out concert event.

BW Concert Series (February 2005)

Unexpected Songs: The Lesser Known Tunes of Andrew Lloyd Webber featured some of Broadway's brightest singing lesser known gems from the composer's extensive catalogue.

BW Concert Series (March 2005)

Original Annie star Andrea McArdle, and 5-time Broadway star, directed by Richard Jay-Alexander

BW Concert Series (May 2005)

Music of Neil Berg featured 18 Broadway stars singing new music by the up & coming composer.