

2026 MEDIA KIT



PERFORMING ARTS
NORTH CAROLINA

Digital Content Marketing and Promotions

www.performingartsinncc.com



EDITORIAL MISSION

“All the world’s a stage...” - William Shakespeare

Performing Arts in NC is your stage, the *voice* of our states vibrant community of professional touring, community and local theatre, classical music, dance and holiday specials.

Through content and promotional announcements right from the source – you! Performing Arts in NC is a ‘go to’ resource for all patrons across North Carolina, our neighboring states and visitors to keep informed of arts entertainment and events suited for their interests and lifestyle.

What makes us different?

What is better than a banner ad? Marketing with rich media. Your media! You submit the stories, press release and marketing content. This is your opportunity to tell the audience what events and shows are coming up. Highlight your venue, organization, artists or your history. Short and simple or in depth...it’s up to you. Include photos, video and links for interactive connection with your audience.

Our Website

Content and events reach beyond North Carolina with our website’s highly functional design, layout and features used by top magazine and news media companies. The site is mobile and tablet responsive for full result search optimization. Digital Content marketing campaigns are complete with engaging data that will be available on the web for up to two years.

- **Theatre**
- **Dance**
- **Symphony / Orchestra**
- **Holiday Specials**
- **Broadway on Tour**
- **Broadway Artist Appearance**
- **Press Releases**
- **Event Announcements**

Wait! There’s more...

In addition to listing and sharing your press releases, editorial information and events online, we will be offering merchandise sales and participate as vendors at live events and pop ups to promote the arts in North Carolina.

DAILY WEBSITE and SOCIAL MEDIA PROMOTIONS

Spotlight Press Releases & News Articles	▪ Top of website placement 3 to 6 days (based on demand) + Entertainment News placement ▪ News/Press Release, native advertising article, announcements, event, etc... ▪ Feature photo: Approx. 360 pixels H x 600 pixels W ▪ Up to 3 additional images (same size or smaller) ▪ Optional embedded video code (without auto play) ▪ Links to your website and social media accounts ▪ 2 Social Media Postings within 30 day time frame ▪ Placement also appears on footer of Event listings
Entertainment News	▪ News/Press Release, native advertising, article, announcements, event, etc... ▪ Feature photo: Approx. 360 pixels H x 600 pixels W ▪ Up to 2 additional images (same size or smaller) ▪ Optional embedded video code (without auto play) ▪ Links to your website and social media accounts ▪ 2 Social Media Postings within 30 day time frame
Event Calendar Promo	▪ Event summary, venue name and location ▪ Feature photo: Approx. 360 H x 550 pixels W ▪ Up to 1 additional images (same size or smaller) ▪ Optional embedded video code (without auto play) ▪ Links to your website and social media accounts ▪ 2 Social Media Postings within 30 day time frame
Event Calendar Listing	▪ Inquire about free event listings on our website
Instagram & TikTok Reels	▪ 15 to 60 second video (your content/provided to us) ▪ Post or Story Option ▪ Link back to your platform and social media accounts (<i>when applicable</i>)
Banner Ads	▪ Image with links to your website ▪ Embedded video code <i>without</i> auto play or url to YouTube or other video source ▪ Inquire about larger verticle ad size options

Contact us for rates and opportunities: info@greenroompromotions.com

DAILY WEBSITE CONTENT PLACEMENT

Spotlight Articles and Entertainment News Articles Listed by Genre

Events

Random Spotlight Articles and Entertainment News Articles

Spotlight Articles
10 Placements (5 rotating cycles) will appear at top website location for approximately 4 to 6 days (Most recent will display top left and move towards right as new articles are added) This same placement also appears at the bottom of every individual event listing

Spotlight Articles and Entertainment News Articles

Side Bar Ad or Video Ad

Events

Side Bar Ad or Video Ad

Bottom Footer Ad or Video Ad Here

The screenshot shows the homepage of the Performing Arts in North Carolina website. At the top is a navigation bar with links for Home, NC Entertainment News, Featured Videos, Movie / Film, and Shows & Events in NC. Below the navigation bar is a 'WELCOME!' banner with the text 'Theatre, Broadway on Tour, Music, Events and More'. The main content area is divided into two columns. The left column features a grid of six featured articles, each with a large image and a headline. The right column contains a search bar, a section for 'BROADWAY ON TOUR - THE NOTEBOOK - CHARLOTTE, GREENSBORO & DURHAM' with a video player, a list of 'UPCOMING EVENTS' with dates and locations, a section for 'RECENT POSTS' with a list of recent articles, and a footer section with contact information and social media links. Red arrows point to various sections of the website, indicating where content can be placed. The arrows point to the top navigation bar, the main content area, the side bar, and the footer.

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