



Post Free Listings & Events

Dance.NYC offers free user-generated listings of [Auditions](#), [Choreographic Opportunities](#), [Funding Opportunities](#), [Jobs & Internships](#), and [Volunteering](#).

POST A
LISTING

The site also features a [Community Calendar](#), promoting user-generated free listings of performances, classes/workshops, and professional development events.

POST AN
EVENT

Purchase Ads

With over one million site visits annually, 18,000+ subscribers to our weekly e-newsletter, and 48,000+ followers across social media platforms, Dance.NYC gives advertisers high-impact visibility to those seeking comprehensive information on dance in the metropolitan New York City area. We offer seasonal ads as well as year-round ad campaigns.

DOWNLOAD OUR MEDIA
KIT

Sliding Scale Ad Pricing

In alignment with its values of Justice, Equity, and Inclusion, as of May 1, 2023, Dance/NYC has shifted our ad pricing model to a sliding scale based on budget size. With this change, we aim to make our advertising packages more accessible for New York City dance workers and entities, and to address the gap in resources that exists across the industry. The data derived from our 2020 research study on [Small-Budget Dance Makers](#) suggests that more than half (about 55%) of entities have budgets under \$100K. Additionally, those with budgets under \$1-2M are typically under-resourced. With these findings in mind, we have created the following 5-tier scale:

- Tier 1: Under \$100,000
- Tier 2: \$100,000-\$499,999
- Tier 3: \$500,000-\$999,999
- Tier 4: \$1,000,000-\$1,999,999
- Tier 5: \$2,000,000 and over

These tiers apply to our ad package pricing as follows:

Ad Package Type	Budget Size					
	TIER 1 Under \$100K	TIER 2 \$100K- \$499,999	TIER 3 \$500K- \$999,999	TIER 4 \$1M- \$1,999,999	TIER 5 \$2M+	
Standard Ad Package	\$150	\$200	\$300	\$450	\$600	PURCHASE
Standard Ad Package+	\$200	\$250	\$350	\$500	\$700	PURCHASE
E-Newsletter Ad	\$45	\$65	\$95	\$135	\$185	PURCHASE
Homepage Banner Ad	\$125	\$175	\$225	\$300	\$400	PURCHASE
Social Media Package	\$65	\$80	\$110	\$155	\$215	PURCHASE

All ad packages are sold in weekly installments. All ad package components have remained the same, with the addition of aNEW social media package. More information on what each includes can be found inside our [2023 Media Kit](#).

[Ad Package Breakdowns](#)

Learn more about the components of each ad package



[Ad Submission Instructions & Deadlines](#)

Submission details and deadlines to note when purchasing ads.



[Media Kit](#)

Learn more about who you can reach by advertising with Dance/NYC.



[Salary Transparency](#)

Submission details and deadlines to note when purchasing ads.

