



*do* • N • Y • C

2016 MEDIA KIT

# ABOUT DONYC

*DoNYC is the place to find out what to do in New York City - from concerts to comedy, film to fashion, charity events to drink specials. We're tapped into what's the latest and greatest in the five boroughs, with an inside scoop and often a direct line to get in the door for free. The DoNYC audience knows what's up and are actively on the hunt for their next excuse to humblebrag. We get in front of our users through viral word of mouth, direct-to-inbox email marketing, shareable social media content, curated calendars by notable tastemakers, a network of influential media properties, and good ol' fashioned digital awesomeness, so that you never miss a beat.*

## MEDIA ASSETS



170,000+ Monthly Visits  
400,000+ Monthly Pageviews  
175,000+ Registered Users



Weekly Email  
150,000+ opt-in subscribers  
Sent every Thursday



Facebook  
23,000+ likes



Twitter  
11,000+ followers



Instagram  
7,000+ followers

## DEMOGRAPHICS



54% Male // 46% Female  
78% of users are Adults 18-44



49% make \$60k+/year  
20% make \$100k+/year



72% have college degrees or higher



92% have an alcoholic beverage at least once a month



82% go see live music at least once a month

# CALENDAR PARTNERS

DoNYC powers the event calendars of many high-trafficked music and entertainment websites. Here are just a few of them:



*Brooklyn* VEGAN

**FLOOD**  
MAGAZINE

okayplayer.

90.7  
**wfuv**  
.org



**relix**

the deli  
music recipes from the big apple



FREE  
WILLIAMSBURG

# RATE CARD

## *FEATURED EVENT ADS*

	1 Week	2 Weeks	Monthly Partner
QUARTER PAGE	\$500	\$750	\$1,000
HALF PAGE	\$600	\$900	\$1,100
FULL PAGE	\$700	\$1,050	\$1,250

## *ADDITIONAL AD UNITS*

- **ROS Ad Banners (960x60 Leaderboard, 300x250 Rectangle, 850x250 Listings Ad):** \$20 CPM
- **100% SOV Site Roadblock:** \$750/day on Thursday, \$500/day Fri-Wed, \$2,500/week
- **Sponsored Email Newsletter:** \$1,500 / week
- **Dedicated Email Blast:** Inquire for pricing on full list and targeted list segments

# FEATURED PARTNER

## MONTHLY FEATURED PARTNERS ARE BASICALLY DoNYC BFFs.

Upgrade your promotional advertising to become a monthly feature venue / event / promoter partner and DoNYC gives you all kinds of love at a great cost.

### Enhanced Profile & Event Listings

### Inclusion in “Featured Venue” Navigation

### Two Featured Events / Month

### Unlimited Ticket Giveaways and RSVPs

- Significantly increase an event’s visibility with organic promotion >> As the number of entries rises, so does the event in our site’s listings
- Build your own email database using all the names and emails from the entries for your RSVP or giveaway

### Latest Section Blog

- Got some big news, show announcements, major giveaways, etc.? Just shoot us the info and we’ll post about it on our blog.

### Social Media

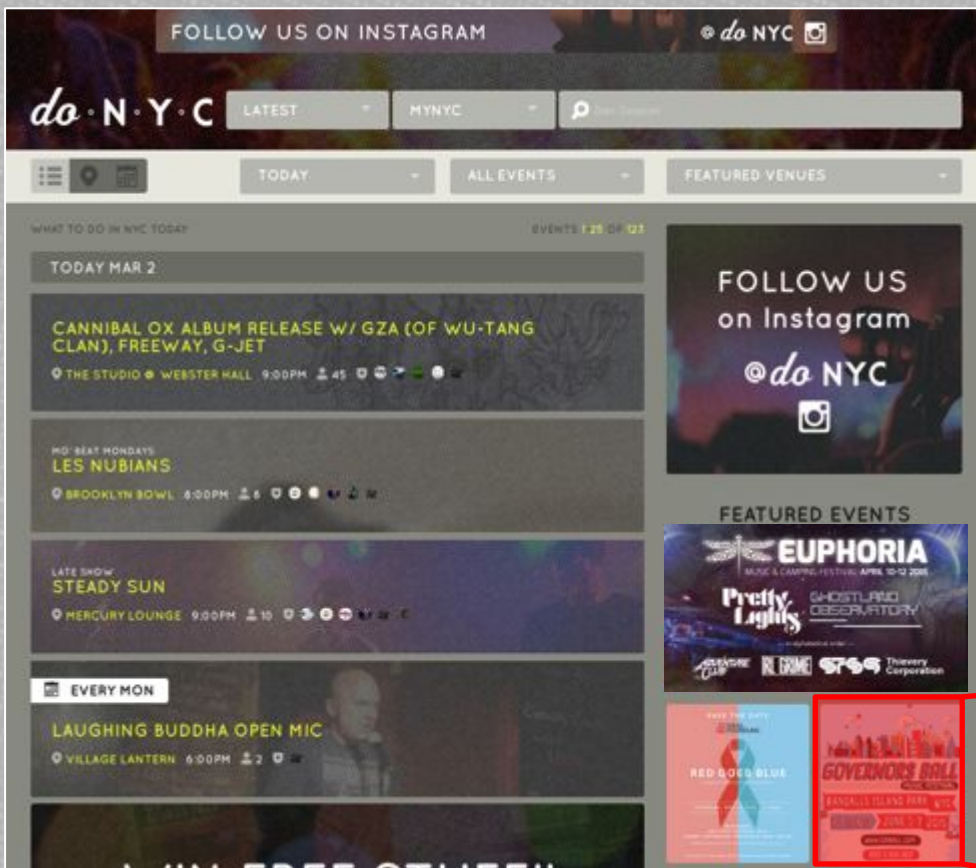
- Connecting is what we do best. We’ll be sure to show plenty of love for your events via Twitter, Facebook, Instagram, and Tumblr

### Events

- *Featured Partners are our favorites to host Tastemaker events at. We’ll put you on speed dial for our event opportunities.*



# FEATURED EVENTS



## FEATURED EVENT ADS

- Ad units in rotation on DoNYC & all Event Calendar Partner websites
- Available in quarter page, half page, and full-page sizes
- Displays in right rail, site footer, and weekly email newsletter



## IN ROTATION

On all daily listings pages in the right sidebar (25%) and footer (100%)

# BRAND ADS

The screenshot displays the DoNYC website interface. At the top, there's a navigation bar with 'do · N · Y · C' and filters for 'LATEST' and 'NYNYC'. Below this, there are tabs for 'TODAY', 'ALL EVENTS', and 'FEATURED VENUES'. The main content area is divided into several sections:

- WHAT TO DO IN NYC TODAY:** A list of events for 'TODAY JAN 29', including Marilyn Manson at Terminal 5, Owen Pallett at Music Hall of Williamsburg, and Porcelain Raft, Noveller at Caked Gallery. Each listing includes a 'WIN' button and a promotional message: 'WIN A PAIR OF FREE TICKETS! JUST CLICK "WIN" TO ENTER.'
- FOO FIGHTERS WORLD TOUR:** A prominent advertisement for the Foo Fighters World Tour at Citi Field, dated July 15. It features the band's photo and a 'GET TICKETS FRIDAY at 10am' call to action. A timer shows '01:00:17:48' and a 'LIVE NATION' logo is present.
- FEATURED EVENTS:** A grid of smaller event cards, including Asaf Avidan, Paper Diamond, Kesop Rock, and Governors Ball.
- 2-FOR-1 DRAFTS AND WELL DRINKS:** A promotion for a 'SOFT SPOT' at 3:00 PM.
- THE CARRY NATION:** A listing for Dennis Ferrer and Andy Butler at Verboten.

## BRAND ADS

Capture DoNYC visitors with standard ad units interspersed throughout their site experience.

## HIGH IMPACT AD ROADBLOCK

For the highest impact splash, DoNYC can run a 100% SOV brand ad roadblock throughout the site.

## AD UNITS

- 300x250 Rectangle  
*(Expandable to 300x600)*
- 970x90 Super Leaderboard  
*(Can also run as 728x90)*
- 850x250 Listings Ad  
*(Can also run as 728x90 or 960x90)*

# CUSTOM EDITORIAL

## SEE YOUR BRAND THROUGH DoNYC's EYES

Let us create a custom brand hub on DoNYC to help you connect with the 5 borough's busiest insiders via a unique editorial experience.

### *Custom Branding, Colors, Skinning Curated Events Calendar*

- Feature a relevant list of events for your event series, show some love for friends' and partners' events, or just show DoNYC what you're all about DO-ing

### *Unique Editorial Content*

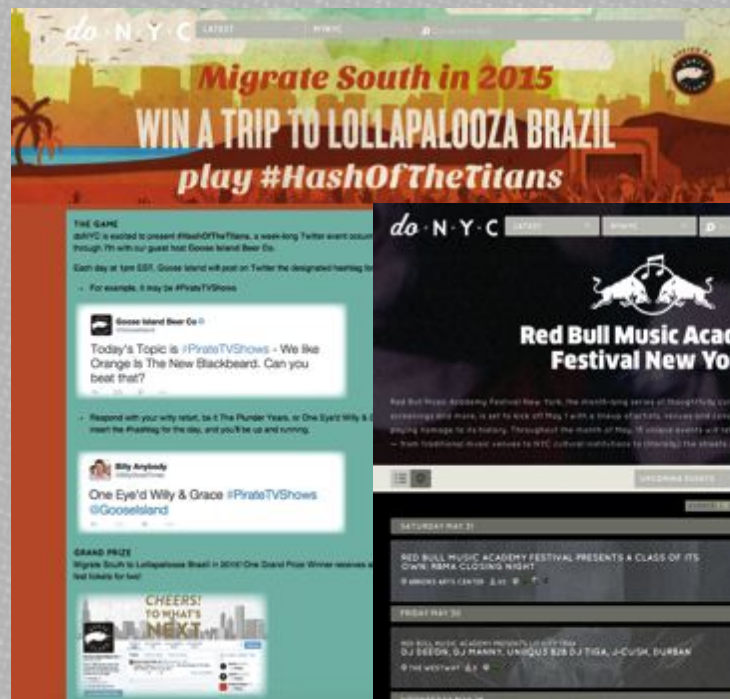
- We'll put together some creative content to engage with the DoNYC audience in a native voice
- Embed social media, photo galleries, event cards, venue or user profile pages, giveaways, and more
- Roadblock it exclusively with your ads

### *Prominent Logo Inclusion*

*Vanity URL (ex. DoNYC.com/RedBull)*

### *Co-Branded Ads*

- We'll help drive traffic to your content via co-branded ROS ad units and social media sharing





# TASTEMAKER NETWORK

## ***WE'RE TAPPED IN.***

DoNYC relies on a network of in-the-know movers & shakers to keep us up-to-date on what's happening in New York. Our Tastemakers showcase the best of what DoNYC is all about and help spread the message far and wide, both for us and our advertisers.

***COMBINED SOCIAL REACH:*** Over 2 million

## ***WHO'S INCLUDED?***

J.D. Samson (DJ)  
Anna Webber (Photographer)  
Planet Cognac (Concert promoter)  
Black Dots Music Group (Music management)  
Neon Gold Records (Record label)  
FLOOD Magazine (Media property)  
The Angle Agency (Fashion management)  
Fancy PR (Artist publicity)  
...and many more



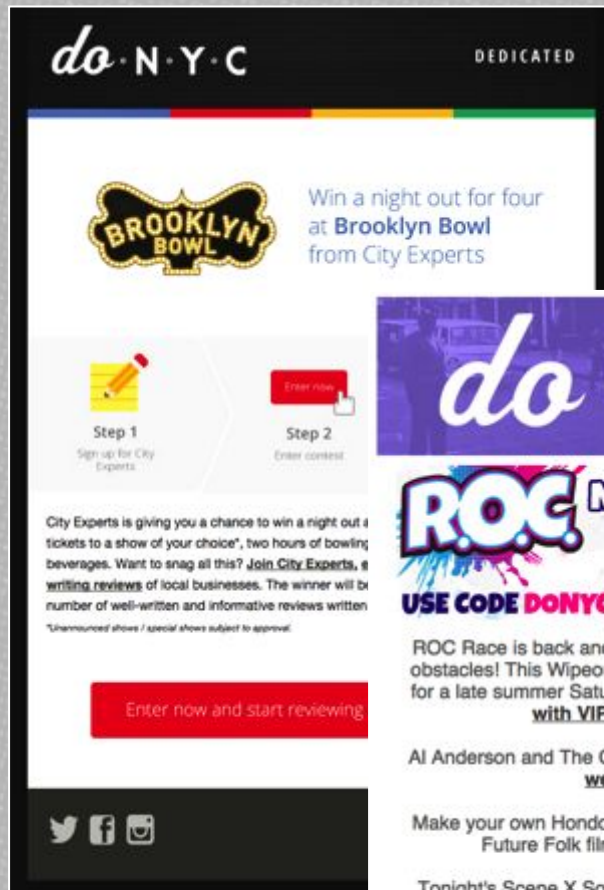
# EVENTS

## *HEY, PARTY PEOPLE!*

Our friends know how to party. DoNYC events are a prime opportunity to get in the hands and faces of the most active network of individuals in the city. Connect with us for some truly unique event experiences – music, film, arts, fashion. You're invited.

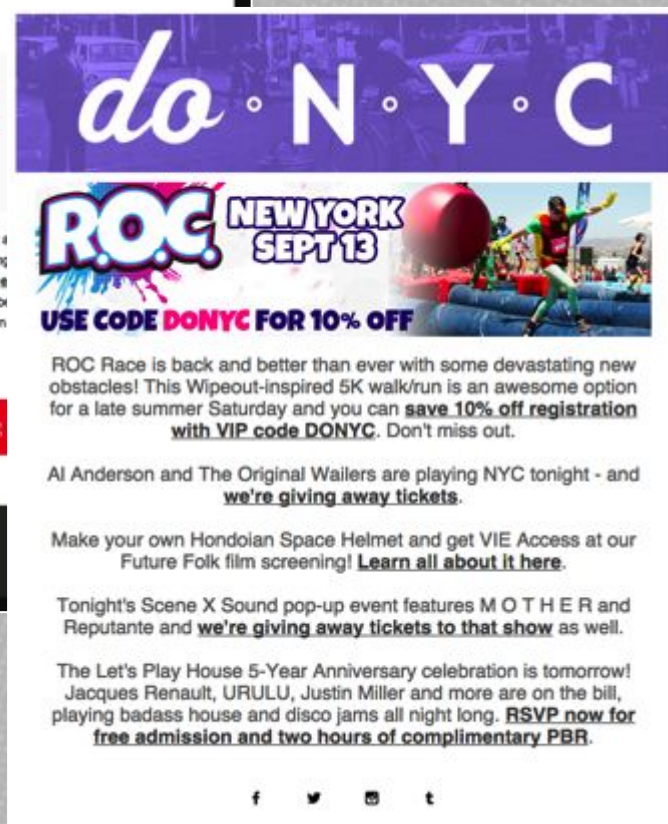


# EMAIL MARKETING



## OVER 150,000 OPT-IN EMAIL SUBSCRIBERS

Email newsletter with DoNYC's "Top Picks" sent out every Thursday afternoon to our subscribers.



## EMAIL NEWSLETTER SPONSORSHIP

- 600x150 Leaderboard
- Prominent editorial mention
- Featured Event Ad inclusion
- Email subject inclusion

## DEDICATED EMAIL

- Custom advertising creative
- 100% SOV
- Email list segmentable by music genre, event type, age, zip code, and gender

# FESTIVAL SCHEDULER

## A FULLY INTEGRATED FESTIVAL EXPERIENCE

We've got the technology to help connect the dots with your attendees, giving them a 360 experience at the festival, while giving you valuable user data and built-in media promotion.

- Complete Customization
- Custom Lineups
- Shareable Schedules
- Artist Discovery & Content
- Facebook Connect
- Sharing Tools
- Analytics & Tracking
- Mobile API
- Co-Registration for User Data Acquisition
- DoNYC Media Promotion

As users interact with your listings, they're boosted on DoNYC.com for added exposure!



# REPORTING

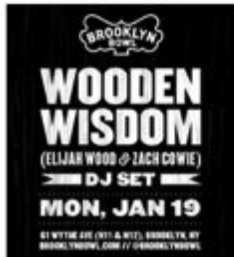
## ADVERTISER: BROOKLYN BOWL

95912

TOTAL VIEWS OF ALL ADS

7810

TOTAL INTERACTIONS OF ALL ADS



Event: Wooden Wisdom: Elijah Wood, Zach Cowie DJ Set, Joel Stones @ Brooklyn Bowl



Start Date: 01/12/2015

Event Date: Mon. 01/19 | 8:00PM

Ad Views: 19539

Ad Interactions: 1507



Event: Greensky Bluegrass @ Brooklyn Bowl



Start Date: 01/20/2015

Event Date: Thu. 01/29 | 8:00PM

Ad Views: 20991

Ad Interactions: 871



Event: Take Me to the River Live, William Bell, Bobby Rush, Otis Clay, Frayser Boy, Al Kapone, 13 Piece House Band, Stax Records Hi Rhy @ Brooklyn Bowl



Start Date: 02/04/2015

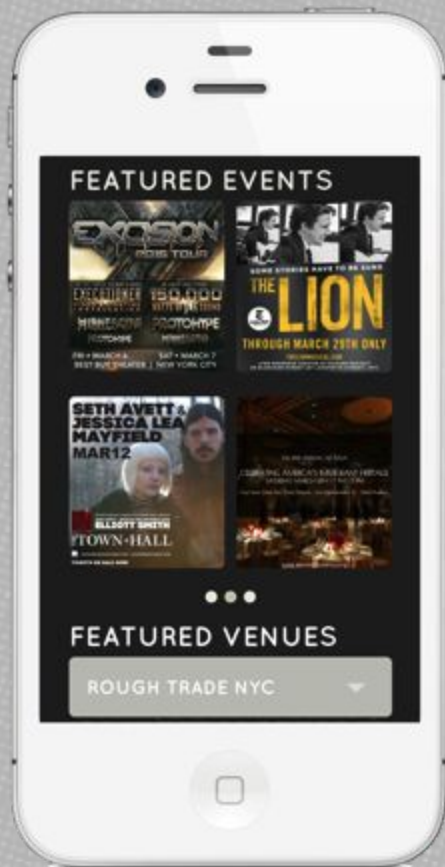
Event Date: Wed. 02/11 | 8:00PM

*DoNYC will provide a post-campaign report that includes:*

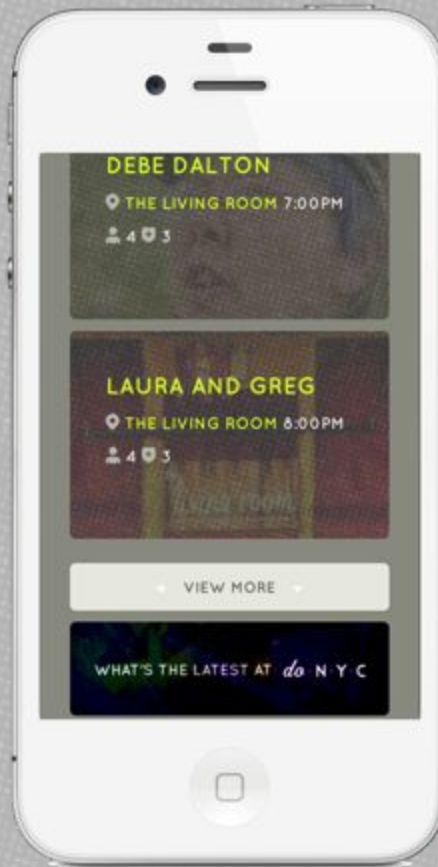
- Number of views & interactions each ad generated
- A breakdown of performance by event, allowing you to see which events our audience was most interested in
- Email inclusion & activity
- Summary of social media posts
- Screenshots and performance data on key metrics

# MOBILE DISPLAY

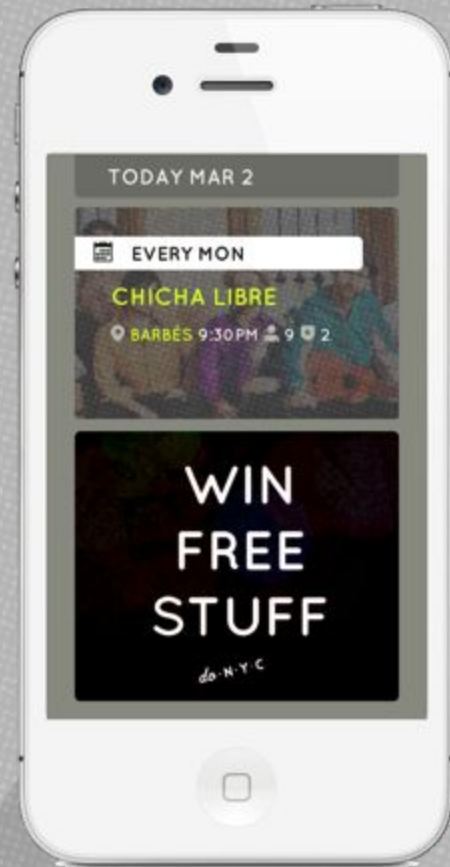
**Featured Event Ads**  
(Displays below listings)



**Listings Ad**  
(Displays under "View More" button)



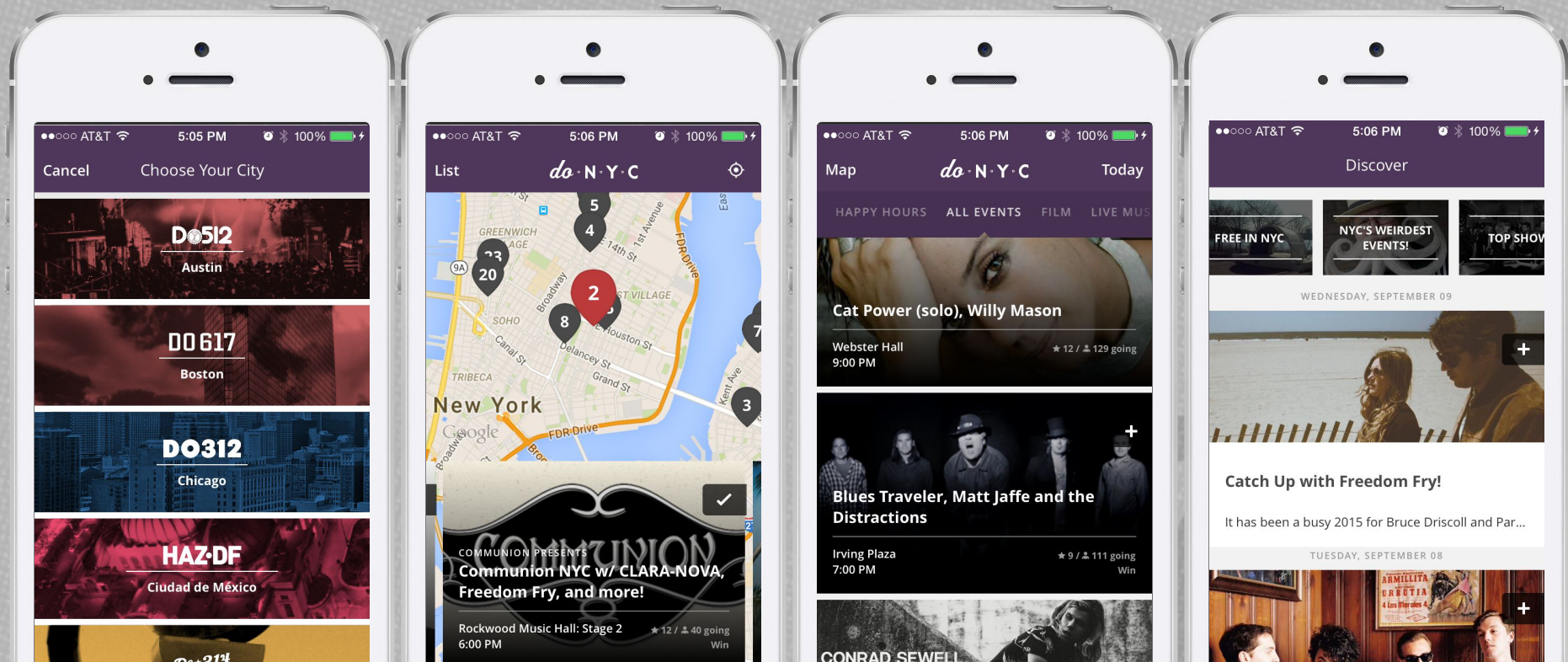
**Rectangle Ad**  
(Displays after 4<sup>th</sup> & 13<sup>th</sup> event listings)



# MOBILE APP

## DOSTUFF AT YOUR FINGERTIPS

The DoStuff App is how your target audience will find all the awesome stuff happening in their city while they're on the go. It's the first dedicated mobile app for the DoStuff Network, offering our comprehensive local event listings and cultural news, plus new features exclusive to the app like location-based search and redesigned profile pages.



# DO STUFF MEDIA

*Do Stuff Media is a network of 18 scene-level culture and event guides helping people do awesome things across North America.*

*For more information about DoNYC.com and Do Stuff Media, contact:*

*MEGAN KING | General Manager, DoNYC  
megan@donyc.com // 817.366.8577*

*AUSTIN*

*LOUISVILLE*

*SAN ANTONIO*

*BOSTON*

*MEXICO CITY*

*SAN FRANCISCO*

*CHICAGO*

*MILWAUKEE*

*SEATTLE*

*DALLAS / FT. WORTH*

*NEW YORK*

*ST. LOUIS*

*INDIANAPOLIS*

*NASHVILLE*

*TORONTO*

*LOS ANGELES*

*PORTLAND*

*VANCOUVER / VICTORIA*

