

# Rental Marketing Opportunities



## Thank you for choosing the Fox Tucson Theatre for your event!

Please enjoy these services included at no extra charge:

- Fox to build public website event
- Fox box office ticket services
- Front of house staff for the night of the event

The Fox has several channels of communication that can provide opportunities for your organization. From traditional media, to digital formats, the Fox can communicate your brand and message to a targeted audience well in excess of 150,000.

Our communications strategy provides the most exposure, while creating focused segments for marketing efficiency. Included in this document is information about our channels in regards to reach, information on industry standards, the benefits of our channels versus other outlets, and finally a detailed listing of our current promotional rates.

## EBLASTS

Our email benefits: Highly specific audience, both with regional implications and buying behavior, as well as an 16% greater open rate than the industry standard

Most non-profits average around 20% open rate, while the entertainment industry averages 11% open rate

Fox's Average  
Open Rate  
**36%**

Fox  
Eblast Patron  
Full List  
**73,000+**

An email marketing list can cost between \$60 and \$400 CPM industry wide

### OUR PRICING

Dedicated Email: **\$59 CPM**

Logo/Copy/Link Insertion: **\$42 CPM** for inclusion in a scheduled full-blast communication

Logo/Link (non-exclusive): **\$18 CPM** for insertion in an existing email as recognition as a Fox Partner

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## WEBSITE

Our site traffic benefits: Highly specific audience, both with regional implications and buying behavior. Local media outlets charge **\$25 CPM** for website-sponsored banners.

### OUR PRICING

**\$10 CPM** or **\$350** for static inclusion on the website homepage per month

**\$7.50 CPM** or **\$250 a month** for placement on homepage rotating carousel of approx 20 images (650 impressions/month)

**\$5 CPM** or **\$175** for inclusion on tier 2 level pages such as event pages, info pages, etc.



## SOCIAL MEDIA

Our Social Media benefits:

Large regional implications

Industry standard pricing range from **\$7-\$15 CPM** depending on targets

Fox's  
Facebook  
**30,000**

Fox's  
Instagram  
**7,100**

### OUR PRICING

Dedicated post: **\$195 for Facebook** and **\$95 for Instagram**

Inclusion/Tag/Link: **\$98 for Facebook** and **\$48 for Instagram**

Build Facebook event on Fox's FB page **\$150**. Event will stay up through show date. We can boost your event for an additional cost.



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## PLAYBILL INSERTS

**Inserts placed in Fox playbills to market your show:**

5.5x8.5" single or double sided fliers for insertion into Fox playbills, handed out to patrons at Fox presented events.

Fox can print for a small additional fee or partner may deliver inserts to venue 5 business days in advance of targeted show day. Artwork is subject to review by Fox marketing staff prior to printing. **Cost: \$175 per show.**

**Fox playbill ad opportunities are now available!**

Half page - \$375 per month

Full page - \$625 per month

Back cover - \$875 per month

## DIRECT MAIL

We have a specific targeted audience of past ticket buyers and donors within premium zip codes of the Tucson community of more than **30,000**

**Our direct mailing list benefits:**

Active audience, highly specific targets that are easy to segment (buying behavior, zip code), regional implications, qualified buyers.

A focused direct mail marketing list cost upwards to **\$250 CPM**

## OUR PRICING

Limited Space insert in a pre-existing mailer: **\$130 CPM**

Non-Exclusive insert: **\$75 CPM** (sharing space with 4-6 organizations with a title of "support our Fox Partners")



**30,000**  
direct mail  
recipients





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## INDOOR



**5,500-  
8,500**

visitors to the Fox  
each month



Throughout the year, the Fox can average between **5,500-8,500 visitors** each month including both Fox presented events and rental partners

Our indoor foot traffic benefits: highly specific audience, qualified buyers, limited space for competing advertisements

Indoor media advertising costs can be rather high in the Tucson market, averaging a rate of **\$25 CPM** a day

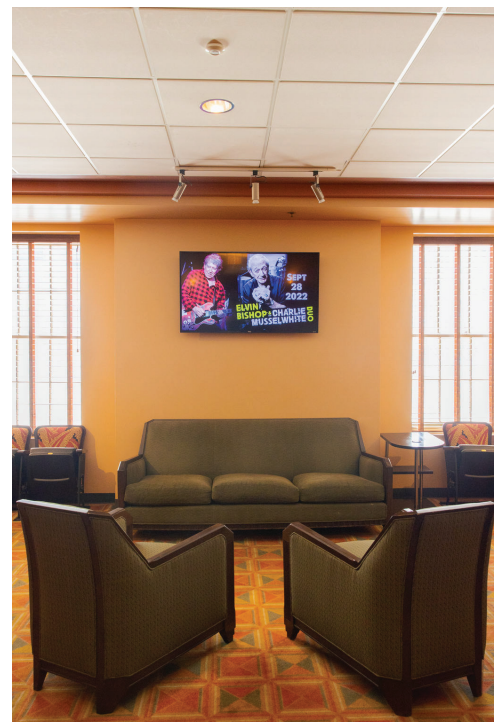
### OUR PRICING

Lobby screens: **\$200 per month** for a rotating advertisement on multiple 42" digital displays located on all three floors (1920x1080px with 10% safe zone)

Second floor lobby posters: **\$500 per month** for 24x36" poster

Ground floor lobby posters: **\$800 per month** for a 24x36" poster

Dedicated poster on easel: **\$1,500 per month** for a 24x36" mounted poster



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## OUTDOOR



According to the latest Street Network Analysis, the block of congress between Stone and Church receives an average of more than **20,000** daily passersby (vehicle and walkers)

Our Outdoor Foot Traffic benefits: Location is in the heart of downtown, off a busy segue on Congress & Stone.

Outdoor Media in prime locations can be as high as **\$15 CPM** or **\$300** a day



**20,000**  
daily passersby  
(vehicle & walkers)



## OUR PRICING

Outdoor Poster: **\$100 a day** for a 24x36 poster

Marquee: **\$250 a day** for a marquee message  
(up to 36 characters)





# Impact of Marketing

## Impact of the arts and the Fox:

Few activities in society have as much of an impact as the performing arts, as it helps society as a whole in self-actualization, empathy, and understanding. Theatre and the performing arts teach societies about themselves, hoping to point out the trends and mindsets of current circumstances.



The Fox Tucson Theatre brings an estimated \$6.3 million in annual direct spending to Downtown Tucson; up 86% from a decade ago. The biggest beneficiaries are restaurants and bars, where Fox patrons spent more than \$2 million annually.

## The Fox Tucson Theatre Audience

Total attendance at the Fox Tucson Theatre concerts, movies, and other events nears 85,000, up 25% from ten years ago. Approximately 47% of patrons live within 10 miles of the Fox. More than 36% live outside the City of Tucson and more than 7% travel to the theatre from outside Pima County. Nearly 80% of Fox Tucson Theatre patrons visit Downtown Tucson primarily to attend the event, but also visit other businesses while there, with average spending of \$104.07 per party or \$41.33 per person.

## Our Audiences are More Likely to:



Shop at high end retail venues



Travel



Have expendable income



Invest in recreational activities



Dine at upscale restaurants



Attend sporting events



Give to charities



Take part in outdoor activities

# Brand Guidelines

Acceptable logo types for use:



If using on a light background



If using on a dark background



Body Copy  
**Roboto**

Title Copy  
**Neutra**



**Please note:**

Please do not capitalize “the” when referring to the Fox Tucson Theatre in type. Be sure to note that theatre is spelled with an **RE** at the end.

## Press kit with logos and photos

[Click Here](#)

Or copy and paste this link into your browser window  
[foxtucson.com/press-kit/](http://foxtucson.com/press-kit/)

Trouble downloading photos? Email [marketing@foxtucson.com](mailto:marketing@foxtucson.com)