



Media Kit



 Powerd by Dance Channel TV, Inc



"Empower your brand's voice with our media kit - where dance education meets media excellence!"





Welcome to Dance Channel TV News!



Increase traffic to your business.
Using dance news and education.



At Dance Channel TV News, we offer more than just advertising. We create compelling stories that educate and engage your audience. Whether you're looking to place ads on our website or distribute press releases globally, we ensure your message stands out through our unique focus on educational content.



Audience Overview



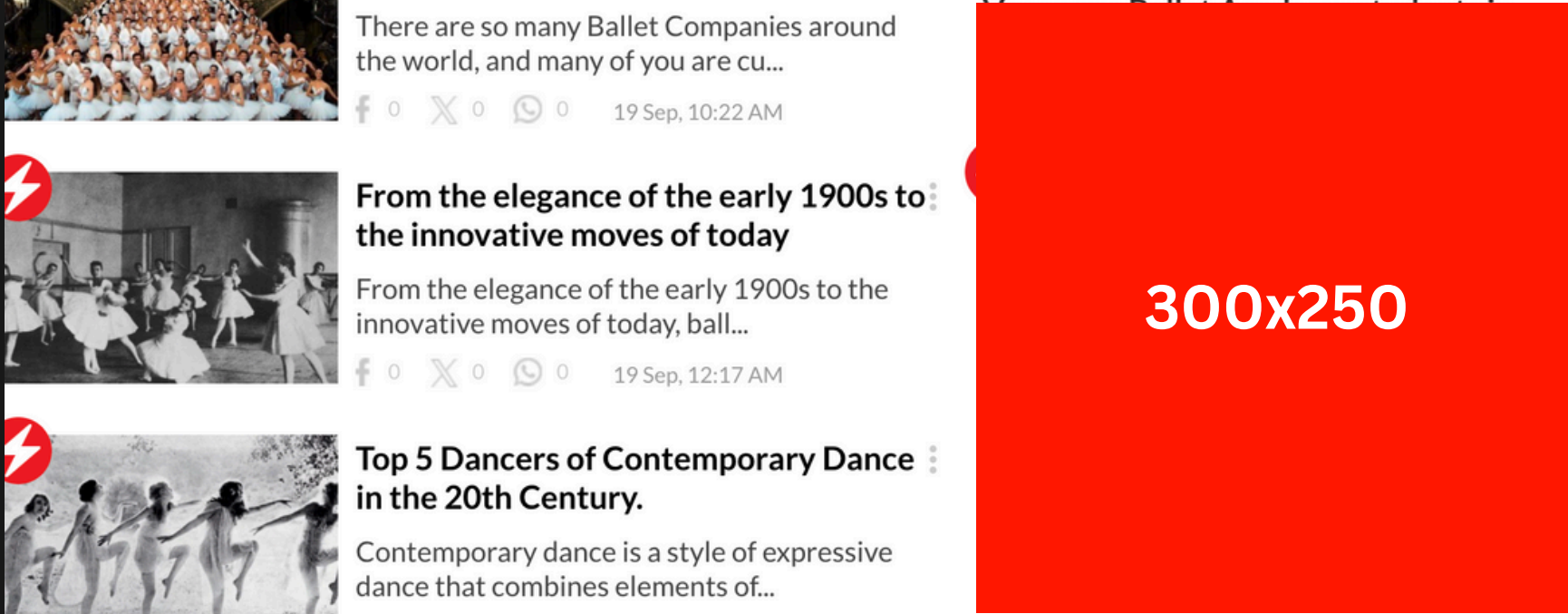
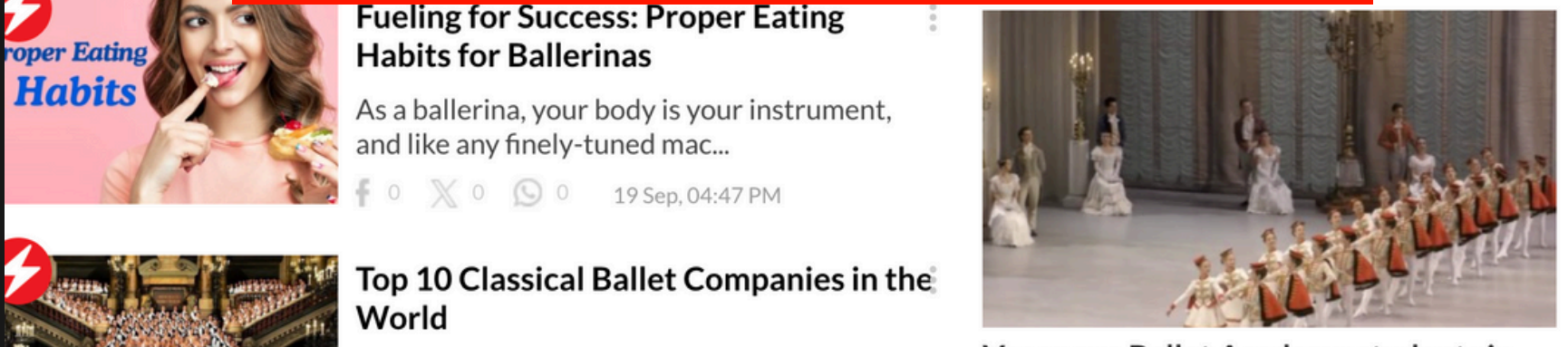
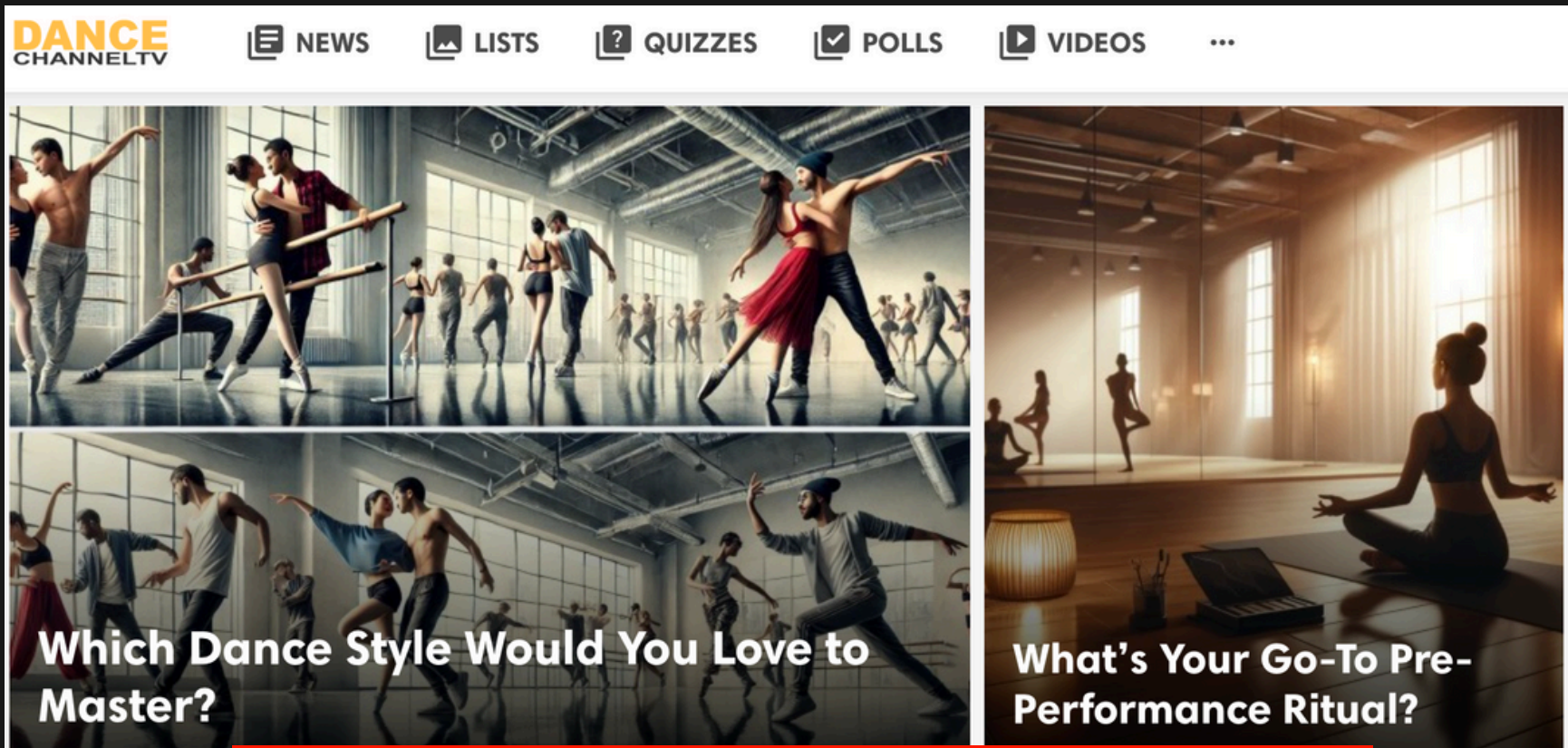
Reach and Engage with an Educated Audience

- Website Traffic: Over 100,000 unique visitors monthly.
- Social Media: 100,000+ followers across major platforms.
- Engagement: High engagement rates with an average session duration of 5 minutes.

Our audience consists of: Educated Audience

- Age Group: 25-45 years.
- Interests: Education, Art, ballet, dance
- Geographic Distribution: 60% North America, 20% Europe, 20% Asia.





Advertising Services

Website Advertising



- **Banner Ads:** Reach our audience with eye-catching banner ads.
 - Leaderboard (728x90): \$500/week
 - Sidebar (300x250): \$400/week
 - Footer (728x90): \$300/week

- **Sponsored Content:** Blend your message seamlessly with our educational articles.
 - Sponsored Articles: \$800/article
 - Video Content: \$1000/video



PR Services



National and International Distribution

National Press Release: Reach top media outlets across the country.

- Package: \$600 per release
- Includes: Distribution to 500+ national media outlets

International Press Release: Go global with your news.

- Package: \$1200 per release
- Includes: Distribution to 1000+ international media outlets

Google News

yahoo! Bing

CBS

NBC

Available on the
Bloomberg
Terminal®

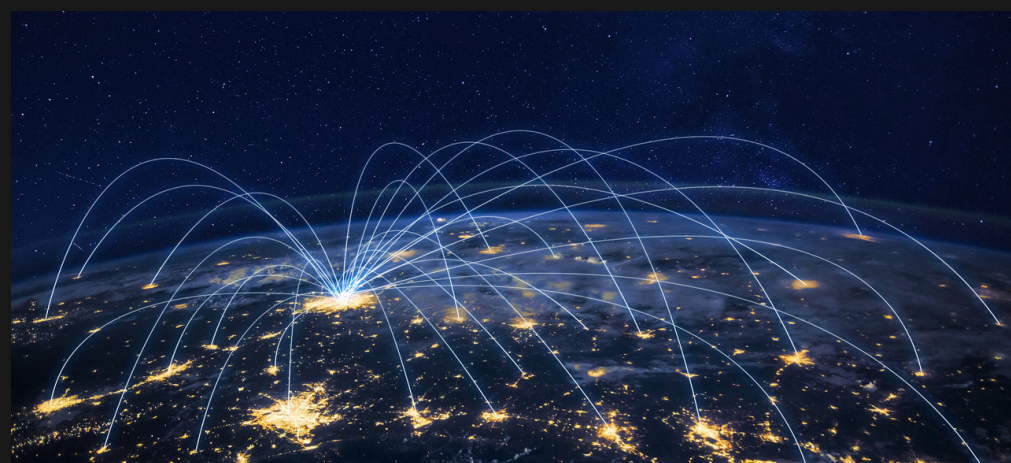
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Success Stories

Global Reach: Our press releases have been featured in top-tier publications worldwide.

Client Testimonial: "Our press release was picked up by major news outlets, giving us unprecedented visibility." - PETIPA FOUNDATION





Unique Value Proposition



Tell your story...

Why Choose Dance Channel TV News?

- **Educational Focus:** We integrate dance educational content into our ads, making them more engaging and valuable to readers.
- **Proven Success:** Our approach has helped numerous clients achieve their marketing goals.
- **Custom Solutions:** We tailor our services to meet your specific needs.





Pricing Packages



Affordable and Flexible Packages

- **Starter Package:** Ideal for small businesses.
 - Includes: 1 Banner Ad (1 week), 1 Sponsored Article, 1 National Press Release
 - Price: \$1500
- **Growth Package:** Perfect for growing businesses.
 - Includes: 2 Banner Ads (2 weeks), 2 Sponsored Articles, 1 National Press Release, 1 International Press Release
 - Price: \$3000
- **Enterprise Package:** Best for large businesses.
 - Includes: 4 Banner Ads (4 weeks), 4 Sponsored Articles, 2 National Press Releases, 2 International Press Releases
 - Price: \$5000

Custom Packages: Contact us for a tailored solution that meets your specific needs.

We aim to tell a story rather than simply share news. By providing educational content, we strive to captivate our audience.



Contact us for More

Questions? Comments? Concerns?

Please don't hesitate to get in touch for any discussions or simply to say hi. We appreciate and are eager to engage with you.

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