



Green Room Orlando

www.greenroomorlando.com

Advertising and Media Kit

Our History

Founded in November 1998, the GreenRoomOrlando.com was established by partners Kimberly Burke and Douglas Lorah. The site came out of a desire to create a portal to find creative talent in Orlando. It was a basic site that listed actors, bands, dancers, and models.

In 1999, Kim worked on a feature length film production called Olive Juice. She noticed a need for an online resource to streamline production office tasks. The website added a production guide for filmmakers.

In 2000 while working with a band at a performance, a movie crew was shooting in the adjacent parking lot. What could be deemed fate occurred as Kim decided to interview the director and Doug took photos with an early model digital camera.

Soon after, filmmakers began asking to have auditions posted to the site. Since that time, we have been an online news resource for the Central Florida and surrounding market as well as the leading source for casting calls. We provide coverage of festivals, screenings, behind-the-scenes of productions, and industry meetings.

Our Readers

The following traffic and demographics information is sourced via Google Analytics.

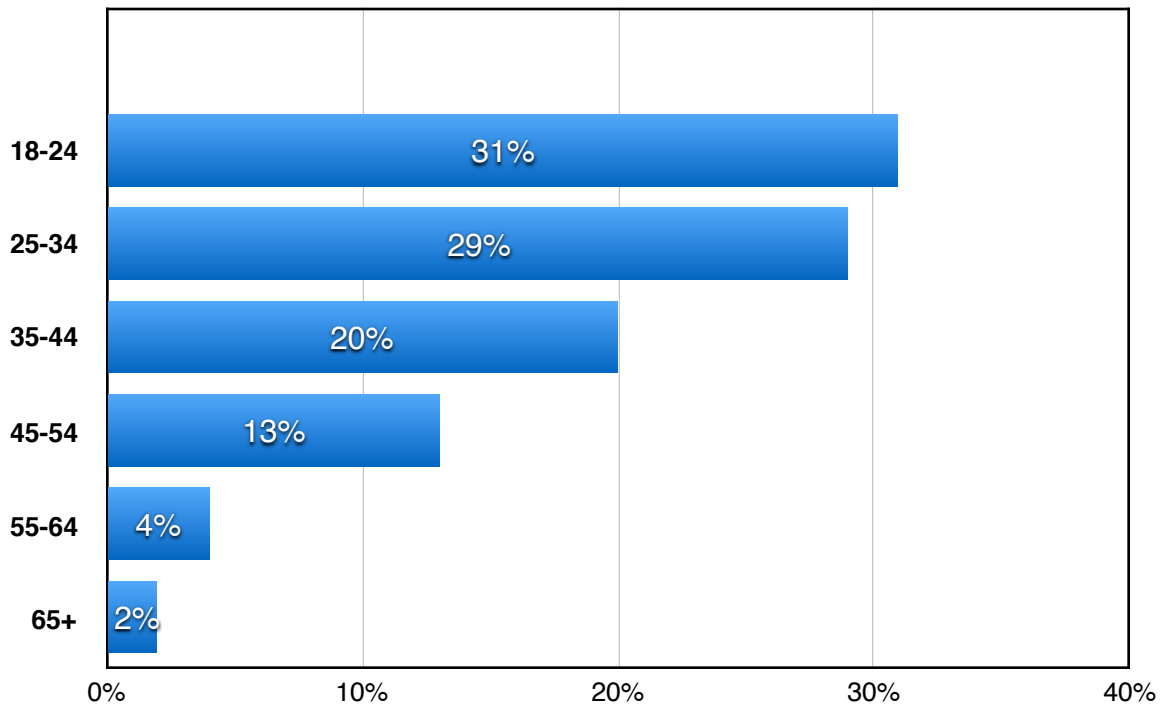
8,000 visitors per month

Average visit: 3.87 pages / 2 min 31 sec

Demographics:

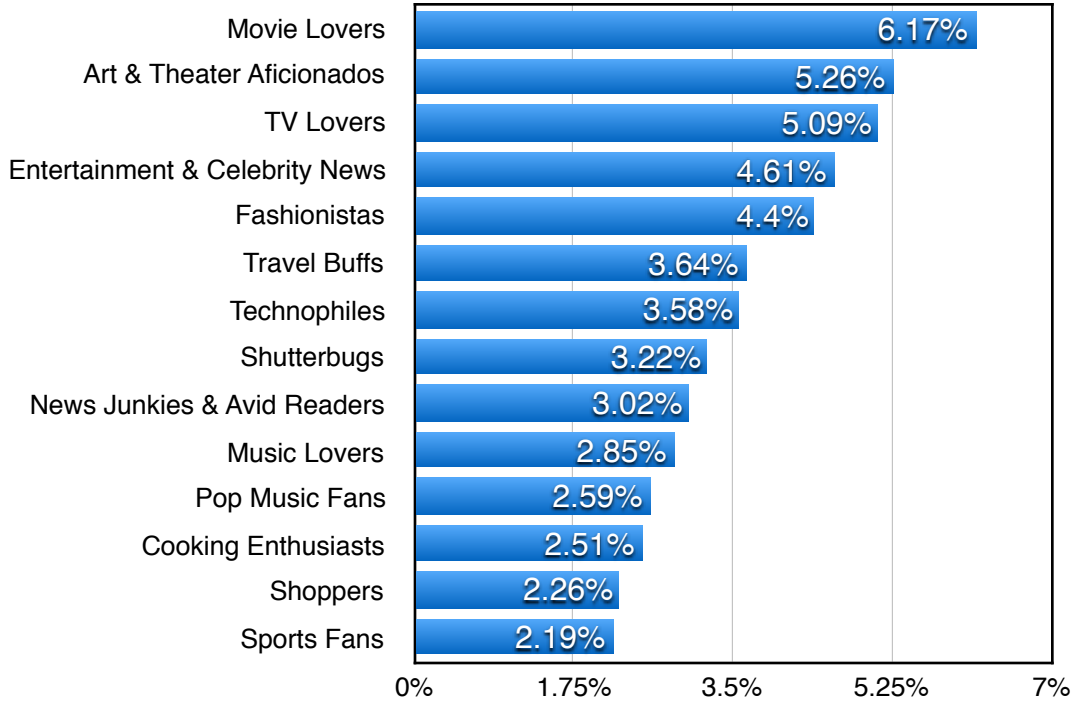
Sex: 54% Female / 46% Male

Age Ranges:



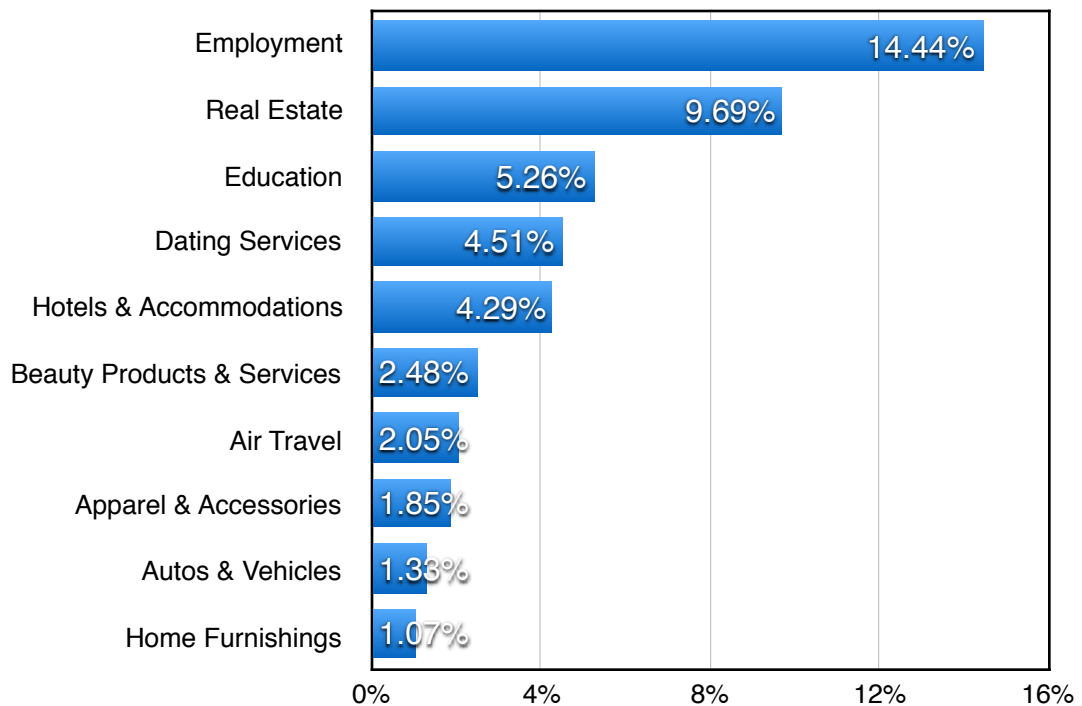
Affinity Categories:

Affinity categories are used to reach potential customers, to make them aware of your brand or product. These are users higher in the purchase funnel, near the beginning of the process.



In-Market Segments:

Users in these segments are more likely to be ready to purchase products or services in the specified category. These are users lower in the purchase funnel, near the end of the process.



Advertising Options

Leaderboard Ads

\$150 / month

728 x 90 pixels / Top of page / Run of the site

Preferred max file size: 150kb

File formats: JPG, SWF (with link embedded in file), GIF (animated or still)

Classified Ads

\$25 / month

Text and/or graphic combination

Text word limit: 500 words

File formats: JPG, PNG, GIF

Can include links to website, email

Email Blast Sponsorship

\$50 / email

Text word limit: 100 words

Can include links to website, email

Email blasts are limited to once per month per sponsor.

How to Place an Ad

Contact Kimberly Burke at advertising@greenroomorlando.com or (407) 451-5449 between the hours of 9am - 5pm EST Monday through Friday. You can generally expect a response within 4 hours.

Artwork for Leaderboard Ads is due 3 business days prior to ad run. For Classified Ads and Email Blasts, ad copy is due 2 business days prior to previously agreed upon run date.

Payment is due in full prior to any ad run for new clients. Terms may be agreed upon with repeat business.

Ad Placement

The screenshot shows the Green Room Orlando website with a Leaderboard Ad (728x90) highlighted in red. The ad features a purple background with a woman in a purple dress and the text "finding just the right fit..." and "Disney AUDITIONS LEARN MORE". The website layout includes a navigation bar with "News", "Cast and Crew Calls", "Resources", "Media", "Classifieds", and "Contact". The main content area is divided into three columns: "TALENT SPOTLIGHT" featuring Frederic Jean, "HEADLINES" with a link to "Universal Celebrates with Harry Potter Talent", and "BLURBS" with a link to "Orange County Library resources". The right sidebar contains "CREW CALLS" and "CLASSIFIED ADS".

Cited as a source by other news publications:

'Monster' premieres in LA

<http://www.bizjournals.com/orlando/stories/2003/11/17/daily11.html>

Albershardt steps down as state film commissioner

<http://www.bizjournals.com/orlando/stories/2005/05/23/daily24.html>

NBC's new 'Fear Factor' segment coming to Orlando

<http://www.bizjournals.com/orlando/stories/2005/06/13/daily28.html>

Valencia film program to take part in Minott Lenders film

<http://www.bizjournals.com/orlando/stories/2006/11/27/daily11.html>

BACK FROM THE DEAD

<http://www.orlandoweekly.com/orlando/back-from-the-dead/Content?oid=2257176>

Social Media



followers
2141



likes
4010