



Advertising Opportunities



Why Theatromania?

[Theatromania](#) is a Toronto-based theatre website dedicated to promoting the work of Canadian artists at home and on the world stage. Our goal is to deliver engaging performing arts coverage in an environment that inspires dialogue and collaboration. Founded by Lauren Gillett in 2010, Theatromania has quickly become the go-to source for the most buzzed-about people and productions in and outside of Toronto.

What people are saying:

@canadianstage More stars for #TheArsonists!
@Theatromania rated the show 5/5, calling it "red-hot"
and "visually explosive" Review: <http://goo.gl/16R5F>

@OutsidetheMarch Great interview with
@OutsidetheMarch's Mitchell Cushman on directing
#TerminusOtM Thanks @theatromania!!! @Mirvish
<http://bit.ly/SYSIfu>

@OFFTHEGRIDTO @theatromania happy anniversary!

@Flip_Publicity Advice on how to get cheap theatre seats
<http://www.theatromania.ca/cheap-seats> We love
@theatromania

@DyingCity Looks like it'll be a 1-2-3 finish between
@nestruck @broadwaybabyto and @theatromania in the
Dora Twitter Reporting Cup.

@CBCHereandNow Need #FringeTO help? @Theatromania
pix: MAHMOUD, HELP YOURSELF, OF MICE & MORRO &
JASP, TAMING OF THE SHREW...

@quoiquoiquoi Off to see Alley Theatre Workshop's
Hughie tonight thanks to @theatromania.

@d_chua lovely piece in @TheatreIsntDead profiling two
terrific T.O. theatre writers @broadwaybabyto &
@theatromania <http://bit.ly/vjXkXJ>

@qualityslippers Fantastic review on #exitpursuedbyabear
by @Theatromania! We love you guys

@Soulpepper "Unflinching, fearless... nothing less than
stellar." @theatromania's five star review of White Biting
Dog: <http://bit.ly/nQ6efZ>



Reach a highly targeted community of engaged theatregoers in and outside of the GTA.

Core demo: adults 25-34.

Average monthly pageviews = 4200/month.

Ad Placement:

Leaderboard banner (728 x 90 pixels): appears at top of page beside Theatromania logo

Rate: \$60 per month or \$15 CPM (cost per thousand impressions).

Square banner (250 x 250 pixels): appears above the fold at top right hand side of page

Rate: \$80 per month or \$20 CPM

Content banner (250 x 250): appears below the fold under the poll on the right hand side of page

Rate: \$45 per month or \$10 CPM

Page sponsorships and custom executions (contact us).

Accepted formats: SWF*, PNG, GIF, JPG

* Links in SWF files must open in a new tab / window (all banners should be 90k or less)