



## **Culture Fly Overview**

Culture Fly is the Baltimore region's most comprehensive online arts and culture calendar, and a go-to resource to increase audiences and market the amazing breath of arts and culture in the region. With advanced usability, a progressive mobile platform, Culture Fly guides Baltimore's communities and visitors to the region's many cultural riches and destinations.

Culture Fly is a dynamic free online tool that allows anyone to search for and share events happening in the region. Features of the Culture Fly include: searching for events by artistic discipline, venue, region, date, and more; full integration for optimal mobile device experience; geo-positioning; and the ability to share the events you are attending with friends and social media.

Culture Fly is a program of the Greater Baltimore Cultural Alliance (GBCA). GBCA nurtures and promotes a vibrant, diverse, and sustainable arts and cultural community essential to the region's quality of life. GBCA speaks boldly in advancing the idea that arts and culture matter to the current and future success of our region.

GBCA has hosted a comprehensive city-wide cultural events calendar since 2004, first appearing as BaltimoreFunGuide.com, and re-launched in 2014 as Culture Fly.

One feature of Culture Fly is the Culture Flyer, a weekly email which goes out to over 20,000 subscribers, featuring free and half-priced events from GBCA members. Discount ticket offers can also be accessed online.

Content on Culture Fly is shared with Private Label Partners who utilize our content on their own websites. Current Private Label Partners include Visit Baltimore, and Baltimore Office of Promotion and the Arts.

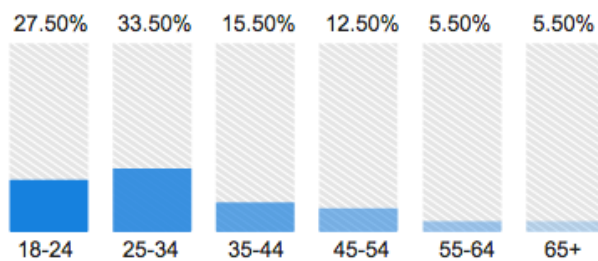


## Culture Fly Analytics

**Average Pageviews per month: 35,000**

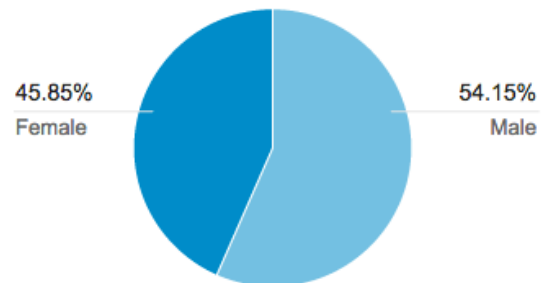
### Age

100% of total sessions



### Gender

100% of total sessions

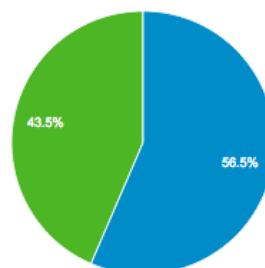


### Location

City	Sessions	% Sessions
1. <a href="#">Baltimore</a>	49,204	35.64%
2. <a href="#">Washington</a>	9,907	7.18%
3. <a href="#">Towson</a>	4,786	3.47%
4. <a href="#">Columbia</a>	3,232	2.34%
5. <a href="#">Philadelphia</a>	2,755	2.00%
6. <a href="#">New York</a>	2,752	1.99%
7. <a href="#">Lutherville-Timonium</a>	2,213	1.60%
8. <a href="#">Catonsville</a>	2,192	1.59%

### New vs. Returning Visitors:

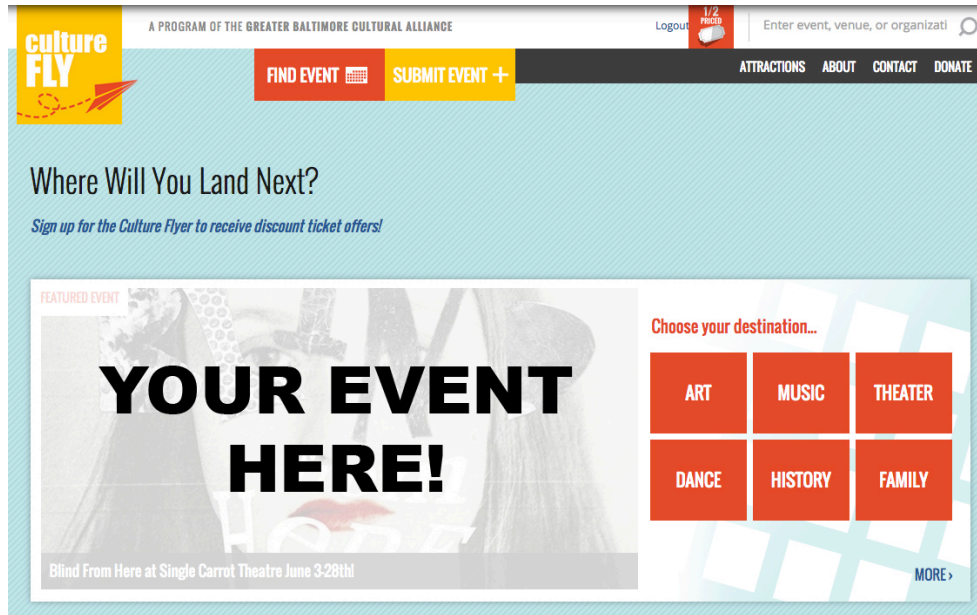
■ New Visitor ■ Returning Visitor





## Culture Fly Advertising Options

### 1) Homepage Top Featured Event Listing



### 2) Homepage Sponsored Event Listing



***Interested in Advertising with us? Contact David London at 410-230-0200 or [dlondon@baltimoreculture.org](mailto:dlondon@baltimoreculture.org)***



GREATER BALTIMORE  
cultural alliance



## Culture Flyer Advertising

**GBCa** GREATER BALTIMORE cultural alliance

**culture FLYer**  
1/2 Priced and Free events from Culture Fly!

**The Vagabond Players Presents  
'Side by Side by Sondheim'**

Friday, May 8, 2015, 8:00 PM – 10:30 PM  
Repeats weekly Friday and Saturday -- until Sat May 16, 2015  
Offer good Thursday, May 7, 2015 to Sunday, May 10, 2015  
Comedy Music Theater

Vagabond Players, Inc.  
806 S. Broadway  
Baltimore, MD 21231

Full price: \$22  
Half price: \$13

*Side by Side by Sondheim* (Stephen Sondheim and Leonard Bernstein, and Jule Styne and Richard Rodgers and Mary Rodgers, Lyrics by Stephen Sondheim, continuity by Ned Sherrin), directed by Shannon Wolman.

A dazzling array of songs from Sondheim's greatest shows, including *Follies*, *A Little Night Music*, *A Funny Thing Happened on the Way to the Forum*, *West Side Story*, and *Gypsy*.

Friday tickets for students are \$14. There is a special Thursdays on Broadway performance on May 14; all tickets for this performance are just \$14 (no other discounts apply, of course).

**To Redeem:**  
Offer good for Friday, May 8, and Sunday, May 10, performances, only. Ten (10) tickets available at this price for this performance, with a limit of two tickets per order. Price includes \$2 service charge. Tickets MUST be purchased on line; not available at the box office, by phone, or e-mail--no exceptions. To redeem, purchase "REGULAR" priced ticket(s)--no further discount for Seniors/Students/Military--at <https://app.arts-people.com/index.php?ticketing=vpi> using the passcode "FOLLIES". Tickets revert to regular price when the offer of 10 tickets per performance is sold out. **EVEN IF YOU PROVIDE THE CORRECT CODE.** Read all on-line screens carefully. There are no refunds on on-line sales.

**YOUR AD HERE!**

**ROCKABILLY NIGHTS WITH  
SPECIAL GUEST DRUMMER, JEANIE  
BRODERICK**

Friday, May 8, 2015, 6:00 PM – 9:00 PM  
Offer good Thursday, May 7, 2015 to Friday, May 8, 2015  
Music

Cabaret at Germano's  
300 South High Street  
Baltimore, MD 21202

Full price: \$15  
Half price: \$7.50

The Culture Flyer is delivered to over 20,000 subscribers per week, and features free and half-priced events from GBCA Members.

Advertisement in the Culture Flyer can be purchased for one-time, monthly, or an extended contract.

Ad size is 550px X 250px, 200 dpi, and can be set to link to a page of your choosing.

Detailed analytics can be provided, including impressions and clicks.

All artwork must be received by 5:00PM on date prior to publication. Jpg or png images requested.

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