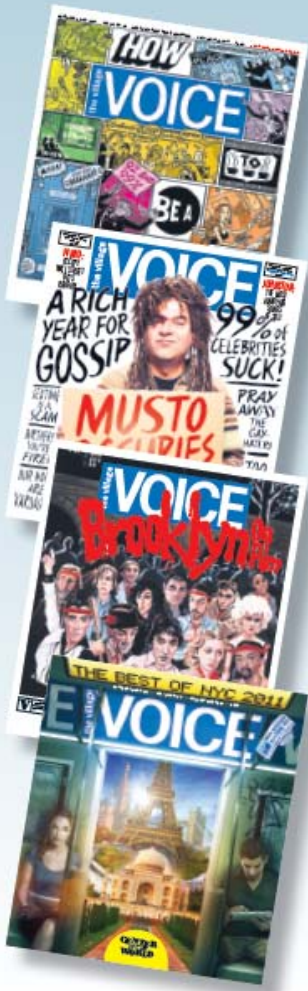




the village **VOICE**

VILLAGE VOICE 2012

THE VILLAGE VOICE STATISTICS



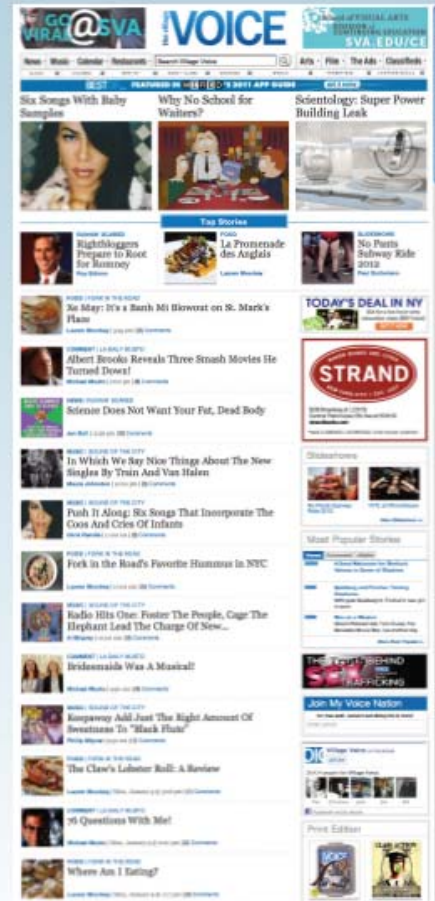
PRINT

1.5 million monthly readers
 53% male / 47% female
 48% 18-34 yrs. / 79% 18-49 yrs.
 36 yrs median age
 86% college educated
 \$78,800 avg household income

ONLINE

3,494,875 monthly visits
 53% male / 47% female
 24% 18-24 / 41% 25-34 / 48% 35+
 36 yrs median age
 45% graduated college
 \$75,000-99,000 avg household income

1,065,000 attended a concert in the past 12 months
 657,000 attended the theatre in the past 12 months
 640,000 went to a bar or club in the past 12 months
 632,000 attended a movie in the past 4 weeks
 250,000 went to a restaurant 4x in the past 2 weeks



VOICE Unduplicated Audience

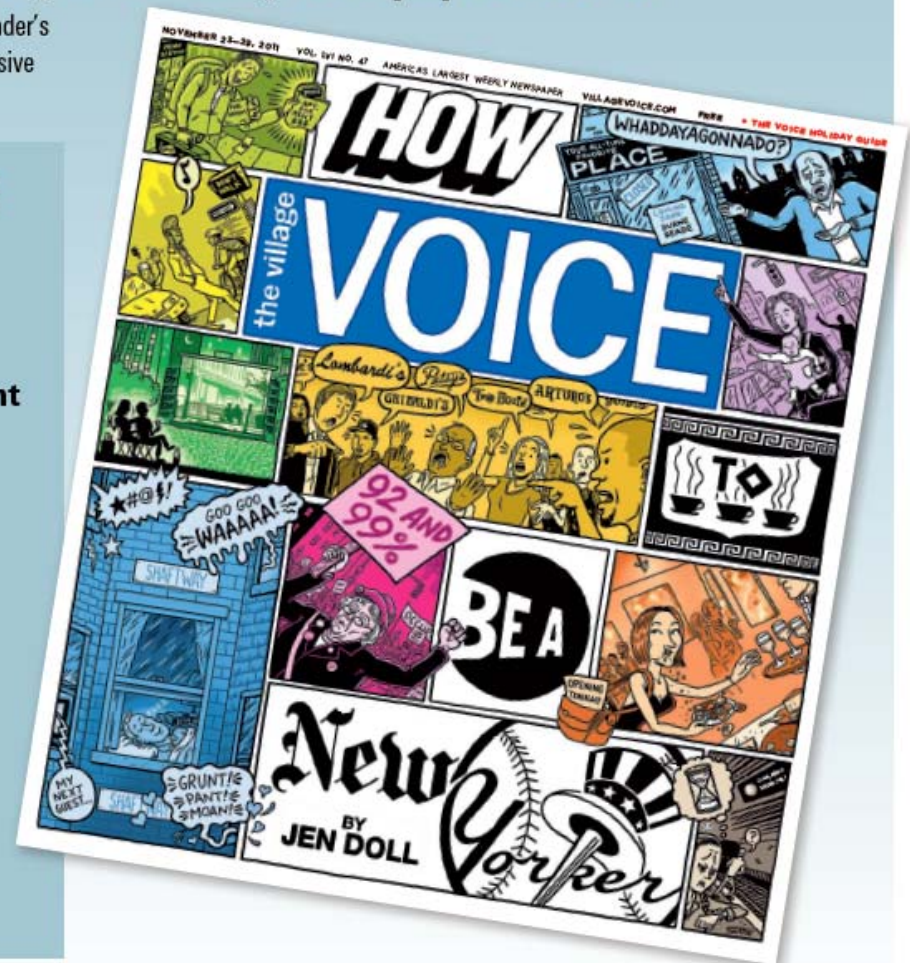
EXCLUSIVE

The Village Voice reaches people that other daily and weekly newspapers do not

The Village Voice reaches people that other daily and weekly newspapers do not. Our reader's pick-up The Voice for hard-hitting journalism, opinionated reviews, the most comprehensive entertainment listings and to find all of life's essentials in our renowned classified section.

VILLAGE VOICE READERS DO NOT READ THE FOLLOWING NEW YORK PUBLICATIONS:

- 85% do not read The New York Observer
- 67% do not read NY Times Sunday Movie/Entertainment
- 72% do not read The Onion
- 85% do not read The Post Weekday
- 64% do not read The New York Times Weekday
- 68% do not read Time Out New York
- 75% do not read New York Metro
- 63% do not read The Daily News
- 70% do not read A.M. New York
- 60% do not read New York Magazine



The Village Voice uses a controlled circulation system designed to keep demand for the paper higher than supply. The distribution system enables advertisers to utilize the full 150,000 circulation or to pinpoint specific areas of influence via pre-printed inserts. This system insures that the papers, and your advertising message, move into the hands of our anxious consumers each week.

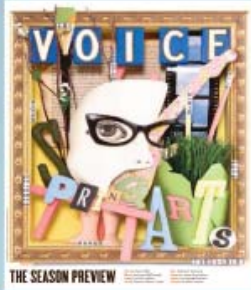
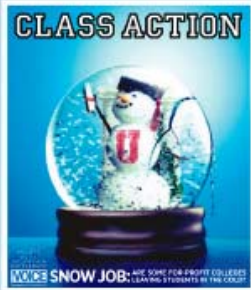
Zone 1	SoHo, Chinatown, TriBeCa, Financial District	14,500
Zone 2	NoHo, Greenwich Village, Chelsea, Midtown West, Penn Station, Times Square	25,650
Zone 3	East Village, Lower East Side, Union Square, Midtown East, Murray Hill, Grand Central Terminal.....	24,650
Zone 4	Upper West Side, Riverside Park, Central Park West.....	21,050
Zone 5	Upper East Side, Spanish Harlem, Yorkville	8,475
Zone 6	Harlem/Uptown – Morningside Heights, Washington Heights, Inwood.....	12,375
Zone 7	Brooklyn – DUMBO, Brooklyn Heights, Williamsburg, Greenpoint, Park Slope, Fort Greene, Bay Ridge, Coney Island	23,025
Zone 8	Queens – LIC, Astoria, Bayside, Queens Boulevard.....	10,975
Zone 9	Bronx – Riverdale	3,225
Zone 10	New Jersey – Hoboken, Jersey City, Newark, Povonia/Newport	3,500
Zone 11	Staten Island	1,175
Subscriptions	1,400

Weekly Circulation 150,000



VOICE Special Issues 2012

VILLAGE VOICE SPECIAL ISSUES



Special Issue	Publish Date	Ad Deadline
Education Supplement	January 4	December 28
Pazz & Jop	January 18	January 12
Spring Guide	March 28	March 22
Education Supplement	April 4	March 29
Summer Guide	May 23	May 17
Gay Pride	June 20	June 14
4Knots Music Festival	July 11	July 5
Education Supplement	August 8	August 2
Fall Arts Guide	September 5	August 30
Best of NYC	October 17	October 11
Halloween	October 24	October 18
Education Supplement	October 24	October 18
Holiday Guide	November 21	November 15
New Year's Eve Guide	December 12	December 7

All ads include ad index and flipper.
All ads must be paid prior to ad deadline date

MAXIMUM EXPOSURE

Target by location on the cover of The Village Voice

Put your product in the minds of consumers with a Belly Band on the cover of The Voice. This is a guaranteed way that every reader will see you.

- Offers outdoor advertising at 2,500+ key locations
- Dominant coverage of the local market
- Innovative way to focus attention on your product or service
- Create the buzz you need

STICKERS

QUANTITY

Minimum 50,000

BELLY BANDS

- 4-sided Belly Band
- Full Color
- Glossy
- 80 lb. Glossy White Paper

POP-UPS

- 4-sided Pop-Up
- Full Color
- Front and Back of every copy of The Village Voice
- 9.35X1.25"



SHIPPING

PACKAGING MUST BE CLEARLY MARKED

ATTN: VILLAGE VOICE

PUBLICATION DATE: MM/DD/YYYY

AND SHIPPED TO:

AFL Web Printing
70 Seaview Drive
Secaucus NJ 07094

Source: Media Audit 2011
MRI 2011

THE BEST IS NOW ESSENTIAL

the village VOICE

FEATURED IN WIRED'S 2011 APP GUIDE

News • Music • Calendar • Restaurants

Search Village Voice

Arts • Film • The Ads • Classifieds

Tuesday March 13

VOICE CHOICE EATS 5th Annual Tasting Event

Tickets On Sale January 18th

100 Most Powerless New Yorkers

Taste of India at Newport Centre Mall

Monster Magnet to Rock Williamsburg

the village VOICE

Big Head Todd and the Monsters

Midnight Radio

SAT JAN 21 IRVING PLAZA

News • Music • Calendar • Restaurants

Search Village Voice

Arts • Film • The Ads • Classifieds

Tuesday March 13

VOICE CHOICE EATS 5th Annual Tasting Event

Tickets On Sale January 18th

Top Music Stories

Stars Resigning

To Infinity and Back

Push It Along

Today's Deal in NY

Find a Concert

Daily Music

Q&A: Monster Magnet's Dave Wyndorf On Big-Budget Videos, Being "Highly Unfashionable," And Getting The Stoner-Rock Tag

This Week In The Voice: Why Kanye Should Hire David Lae Roth; Monster Magnet Storms Williamsburg

AVAILABLE SIZES

Leaderboard 728x90

Rectangle 300x250

Half Page 300x600

Spotlight Left & Right Images 300x100

VILLAGEVOICE.COM

3,494,875 monthly visits

53% male / 47% female

24% 18-24 yrs / 41% 25-34 yrs / 48% 35+

36 yrs median age

45% graduated college

\$75,000-99,000 avg household income

Targeted Reskins

High impact web advertising for products and events.



Reskins are now available on a section targeted basis. Targeted reskins include a pencil ad and banner impressions.

SECTIONS AVAILABLE:

- ARTS
- BEST OF
- CALENDAR
- MOVIES
- PROMOTIONS
- MUSIC
- RESTAURANTS
- HOME
- NEWS

Includes 7,500 ROS banner impressions

Includes 15,000 ROS banner impressions

RUN OF SITE BANNER SIZES:

Leaderboard 728 x 90

Rectangle 300 x 250

Half Page 300 x 600

Postions	Dimensions	Max File Size	Polite Download	DPI	Animation	Frames	Looping
Pencil	975x30 pixels	40K	100K	72	none	none	none
Spotlights	300x100 pixels	40K	100K	72	none	none	none
Left & Right Images	140x750 pixels	40K each	none	72	none	none	none



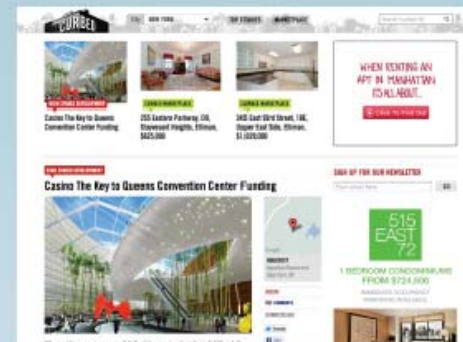
Urban Spoon NY DMA

Monthly Pageviews..... 2,321,006
Monthly Uniques7,441,754



Racked NY DMA

Monthly Pageviews.....766,233
Monthly Uniques2,298,699



Curbed NY DMA

Monthly Pageviews.....1,511,271
Monthly Uniques 4,533,812



Eater NY DMA

Monthly Pageviews..... 1,953,653
Monthly Uniques 5,860,958



Check Out My Ink NY DMA

Monthly Pageviews..... 682,332
Monthly Uniques1,884,995

Coupons Home Page

Ad Index Home Page

Coupon Newsletter

Newsletter with Coupon

Tower

Tower Sponsor

Flipper

DEDICATED

PROMO EMAIL

Subscribers: Over 25,000
Send Dates: Mondays or Tuesdays



EVENTS EMAIL

Subscribers: Over 19,000
Send Dates: Mondays or Tuesdays



DINING EMAIL

Subscribers: Over 8,000
Send Dates: Thursdays or Fridays



MUSIC EMAIL

Subscribers: Over 9,000
Send Dates: Monday - Wednesday



FILM EMAIL

Subscribers: Over 8,900
Send Dates: Monday - Friday



THEATRE EMAIL

Subscribers: Over 13,000
Send Dates: Monday - Friday



WEEKLY

EVENTS Newsletter

Subscribers: Over 19,000
Send Dates: Every Wednesday



EDITORIAL Newsletter

Subscribers: Over 86,000
Send Dates: Every Thursday



MUSIC Newsletter

Subscribers: Over 9,300
Send Dates: Every Thursday



DINING Newsletter

Subscribers: Over 8,100
Send Dates: Every Tuesday



PROMO Newsletter

Subscribers: Over 26,000
Send Dates: Every Thursday



COUPON Newsletter

Subscribers: Over 1,600
Send Dates: Every Tuesday

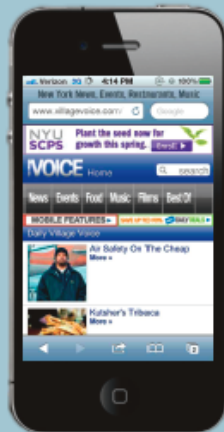


MOBILE SITE

Condensed version of VillageVoice.com website. Accessible on all web-enabled phones through the internet browser.

Sections include:

- News
- Events
- Food
- Film
- Best of
- Music
- Blogs
- Slideshows

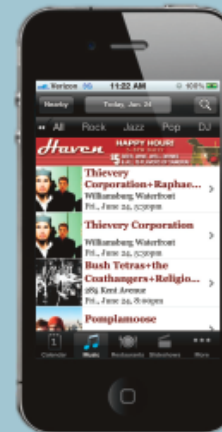


MOBILE APP

Free app that provides geo-targeted results without having to open a web browser.

Sections include:

- Calender
- Music
- Restaurants
- Last Night
- Slideshows
- Blogs

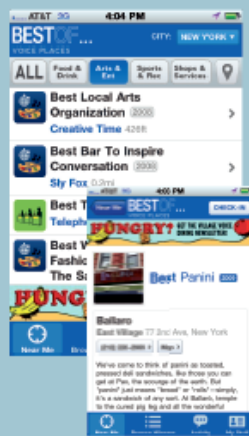


BEST OF APP

Browse the Best across 32 markets. Sort by category, location or popularity.

Placements include:

- Featured venue
- Home page + Browse winners banner
- Category banners
- Feed page Banner



HAPPY HOUR APP

The premiere Happy Hour Guide in over 100 cities. Locate all the food and drink specials going on near you.

Placements include:

- Featured venue
- Main Sponsor
- Detail page
- Results Banner



Insider Text (Over 2,000 subscribers)
 Music Text (Over 2,000 subscribers)
 Club Text (Over 2,000 subscribers)

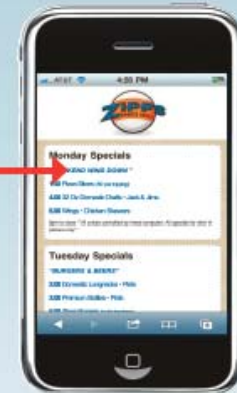
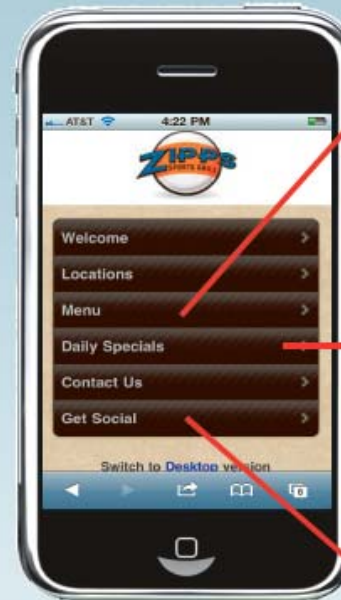
Film Text (Over 2,000 subscribers)
 Theater Text (1,150 subscribers)
 Food Text (1,700 subscribers)

Your Mobile Web Site



The Village Voice will take your existing website and translate it into an easy-to-read mobile-friendly site.

Mobile websites are designed for an on-the-go user. They allow the page to load quickly and the user to navigate through your main sections.



INVESTMENT

FREE with 26x or longer
mobile advertising agreement
(weekly \$200 minimum)

or

\$1250 for the site for 1 year
+13 weeks of mobile banner ads

VOICE DAILY DEALS New York Today's Deal Past Deals How It Works

Get Deals by Email RSS Feed Register Login

Refer a Friend, Get \$15

Get Deals by Email for: Select Your City email@address.com Submit

TODAY'S NEW YORK DEAL
Buy a ticket to one of three incredible NYC Walking Tours led by CityRover for \$12 (reg. \$25)

\$12 Buy Now

Regular Price **\$25** You Save **52%**

Purchase 15 Time Remaining **12:48:36**



Company Info
CityRover Walking Tours
(347) 484-9235
Website >



Locations
New York
1178 Broadway, 4th Floor
New York, NY 10001
(347) 484-9235
Get Directions

Highlights

- Enjoy Canal, meat pies, shops and squares throughout NYC's Greenwich Village.
- Cross the Brooklyn Bridge, dubbed the "8th Wonder of the World" in 1951.
- Learn about Wall Street's humble beginnings as well as some of its famous figures, failures, and successes.
- It's an intimate, fun experience, and you may just walk away with a new friend or two.

Fine Print

- Expires 11/25/2011.
- Voucher cannot be redeemed until the day after purchase.
- Taxes are offered throughout the week. [Click here](#) for the full schedule.
- CityRover groups are capped to a maximum of 20 participants, which means there are no car or no flag, no reservations.
- See the fine print that applies to all deals.

About This Deal
Start New York like a certain routine - the morning coffee, the rushed weekday commute, the soccer run in the park, the bi-weekly trip to the corner laundromat and a round or two at the local bar. We lead a lives that we rarely find time to explore our own city. But above the crowded subways and away from the city lies a very rich city and we're not talking about all the gold stashed away in the basement of the Flat House. With layers of culture, social, natural, architectural, political and financial history woven into the sidewalks, brownstones and parks, even those that have lived here for years still don't know this one-of-a-kind city. Use today's deal to discover New York's rich history with one of these two-hour walking tours, right for just \$12 from CityRover.

With adventures that break touristy sightseeing group stereotypes, CityRover tours are the perfect way to city without the embarrassing sensation of typical tour groups. Today's deal includes a tour of your choice in three premium tours to acquaint you with various areas of the city. The Village Sampler tour will take you in the Meatpacking District, West Village and Greenwich Village showing you the birthplace of the Oscar, art galleries and the area's rich history of riots, murder, abuse, artistry and sple. The Financial District Explore takes you deep into the underbelly of Wall Street and areas of downtown as you learn how the area grew from a humble Dutch beginning to a hub of modern finance. Finally, the Bridge and the Bowery tour will uncover legends and triumphs that went into the construction of the "8th Wonder of the World." The Brooklyn Bk addition to taking in the scenery as you walk across the bridge, you'll also learn about Brooklyn's industrial past (D.U.M.B.O.) and savor delicious treats from Jacques Torres Chocolates.

CityRover is and give you knowledge. DON'T want to be a tourist? Then get on!

Read our re

\$30-35 bottle of wine/amuse bouche tasting at Smorgas Chef

REDEEMABLE THROUGH
Smorgas Chef

CERTIFICATE TERMS
Voucher cannot be redeemed until the day after deal closes. Valid 7 days in week except major holidays. Two guests max per table, per purchase. Limit 5 purchases per person.

PROMOTIONAL VALUE GOOD THROUGH
June 27, 2011

Certificate face value is \$10 after promotional value expires.

LOCATIONS
A. W. 12th St. (212) 422-3880
B. 2nd St. 12th St. 10814
C. Penned District (212) 422-3880
D. 13th St. 10804
E. Park Ave. (212) 422-3880
F. Park Ave. 10804

Barcode: 7646736334 Susan Sizer

©2011 Daily Deal Group (347) 477-1581 Central Sales and Marketing
Business Owners: To verify this certificate by phone, call (800) 414-0761 and enter 78407816348

Daily Deals Homepage

VOICE DAILY DEAL

EFFICIENT, MEASURABLE, RISK FREE MARKETING.

Voice Deal of the Day is a web-based business model whereby a single product or service is offered for sale at a heavily discounted price.

BENEFITS

- Provide exposure to thousands of ready to buy consumers through deal specific marketing to our email list, Facebook advertising, and banner advertising on VillageVoice.com
- 1 exclusive email blast to Daily Deals subscribers
- 10,000 web impressions on VillageVoice.com
- 24 hour widget visibility throughout VillageVoice.com
- Deal specific targeted advertising on Facebook
- Social media posts on our various Twitter and Facebook accounts
- Campaign re-investment option available

Email Blast

VOICE DAILY DEALS New York Today's Deal in New York

\$10 for \$20 of cafe fare at Urban Rustic in Brooklyn

Buy Now View Deal

Base Price Regular Price You Save
\$10 \$20 50%



Urban Rustic Cafe & Eat
236 N. 12th St.
Brooklyn, NY
11211
(718) 388-6444

If all those places you'll be happy to have on your block - a quiet, charming cafe and grocery store where it's a delicious meal as it is to pick up your ingredients for tonight's dinner. Now with this deal, you can enjoy Urban Rustic for half off! They've got great coffee beans, artisanal sandwiches (one customer loved about the all-organic, melted Swiss cheese, and BBQ sauce) sandwich they had, fantastic brunch options, and on going in heart and made to order.

Help your friends save too by sharing this deal with them!
Facebook Twitter Email

<http://deals.villagevoice.com/new-york/tombocott/villagevoice.com>
Share your referral link and get \$15 credit when someone you refer makes their first purchase.

Delivered by VOICE Daily Deal, 38 Cooper Square, New York, NY 10003.
Remember this email because you signed up for VillageVoice marketing on villagevoice.com.
If you prefer we'll give you this email villagevoice.com.
Be aware that we are committed to your privacy. View our [Privacy Policy](http://www.villagevoice.com/privacy) here.

Widget

TODAY'S DEAL IN NY

\$10 for \$20 for pizza and burgers in the West Village

SAVE 50%

GET IT NOW

Sample Voucher

the village VOICE Social Media

STAY CONNECTED

Facebook and blogs our readers offer an opportunities to reach specific demographics

Our readers stay connected to the Village Voice through our main Facebook Fan page and by following our numerous pages exclusive to our Editorial/blog coverage or marketing & promotional opportunities.

- Over 65,000+ followers on all Village Voice promotional social media accounts (Facebook, Twitter, Foursquare)
- Each account is updated daily with content, links, giveaways, coupons, deals and more
- Each site grows on average of 100 users/ followers per week

Exclusive Marketing & Promotional Pages

BLOGS WITH TWITTER:

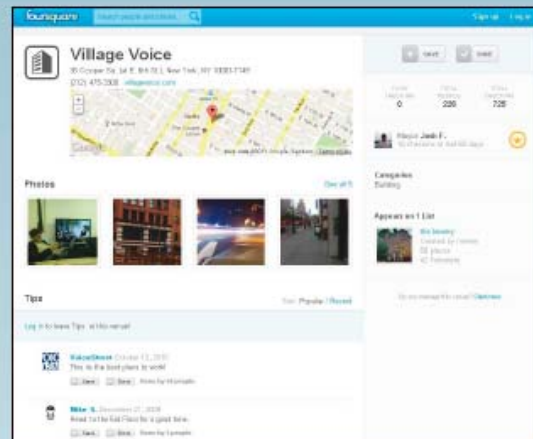
- Running Scared
- Sound of the City
- Fork in the Road

FOLLOW OUR WRITERS:

- Michael Musto: Gossip
- Robert Sietsema: Food
- Maura Johnston: Music

FAN PAGES ON FACEBOOK FOR OUR CHOICE EVENTS:

- 4Knots
- Choice Eats
- Obie Awards
- Brooklyn Pour



FOLLOW US! Facebook: Facebook.com/VillageVoice • Twitter: Twitter.com/VoiceStreet • MySpace: MySpace.com/TheVillageVoiceNYC • FourSquare: FourSquare.com/VoiceStreet

VOICE Street Team



The Voice Street Team acts as the Voice's physical presence at a variety of events and happenings throughout the city, and is a primary way for the Voice to directly engage readers. They help put a face to the Village Voice name.

WHO THEY ARE:

- Young New Yorkers ranging in age from 18-30
- Made up of 25-30 members, with 5-8 dedicated event photographers
- Voracious Village Voice readers
- Active in their neighborhood, music, arts, and cultural communities
- Outgoing, informed, and professional
- Passionate about New York, Village Voice and Voice partners

WHERE THEY GO:

- Street / food / craft / alternative community fairs
- Concerts ranging a wide variety of genres, including festivals and New York's many free summer concert series
- Client requested events
- Art and cultural exhibitions
- Bars and bar event nights, including our monthly Tweet Up and Happy Hour series
- GLBT events
- Grand openings / release parties
- Film screenings

WHAT THEY DO:

- Physically represent the Voice brand at a variety of cultural, music, art, community and sports related events
- Distribute high-quality Voice branded swag
- Represent Voice clients or partners via branded t-shirts or client swag distribution, as well as staffing events at client locations
- Photograph both the event (attendees, performances, sponsors) and Voice promotional efforts (booth, team members in action, swag distribution)
- Demonstrate Voice technological properties to consumers
- Collect e-mails and mobile numbers for our distribution lists
- Demonstrate the outgoing, fun personality that correctly embodies the spirit of the Voice – alternative, trendsetting and in the know about the best things NYC has to offer

SOCIAL MEDIA / PRINT INTEGRATION

- Each street team event is listed in the Street Team section of the Village Voice website several weeks prior
- Promotional tweets advertising the appearance go up on the Voice Street Twitter account the day before and the day of
- Street team checks in on Foursquare when applicable
- Select events are featured on a weekly quarter page street team event dedicated ad in the Village Voice





Choice Eats Tasting Event

The Village Voice fifth annual Choice Eats Tasting Event. Our resident food critics have scoured New York's culinary landscape and combined their tastiest picks.

Date: March 13, 2012

Location: 69th Armory, Lexington Avenue

Audience: 21- 40-year-old adults

Attendance: 2,000 people

Entertainment: DJ

Past Sponsors: Southern Wine Spirits, Budweiser, Starbucks, Lexus, Whole Foods Market



The Obie Awards

The 57th annual Village Voice Obie Awards celebrates excellence and achievement in Off-Broadway and Off-Off-Broadway theater.

Date: May 21, 2012

Location: Webster Hall

Audience: 21-40-year-old adults, theater luminaries, and enthusiasts

Attendance: 1,000 people

Entertainment: Live music

Past Sponsors: Stella Artois, The New York Times, Metro PCS, Fragoli, Broadway Cares



4Knots Music Festival

The Village Voice 4Knots Music Festival continues the Voice's successful 12 year run of bringing emerging indie-rock bands to New York City.

Date: July 14, 2012

Location: South Street Seaport, Pier 17

Audience: All Ages, music enthusiasts

Entertainment: Bands and DJs

Past Sponsors: Budweiser, AMP, Toyota, Benjamin Moore, TopShop, Qdoba, Pop Chips



Halloween Parade

The Village Halloween Parade is a free parade that takes place in Greenwich Village.

Date: October 31, 2012

Location: Sixth Avenue, Spring Street up to 16th Street

Audience: Adults 18+

Attendance: 80,000 participants and 1 million spectators, 5 million spectators on TV Entertainment: DJ's

Past Sponsors: Budweiser, Frames, Metro PCS, Qdoba



Choice Streets Food Truck Tasting

A new event to 2012, the Village Voice is proud to present our Choice Streets Food Truck tasting event, featuring some of the city's favorite and highly sought-after food trucks.

Date: April 24, 2012

Location: The Intrepid, Pier 86

Audience: 21- 40-year-old adults

Attendance: 500 people

Entertainment: DJ



Gay Pride Parade

The Gay Pride Parade provides a unique atmosphere to interact and forge relationships with the Voice's LGBT readership along with New Yorkers that attend and participate in the parade.

Date: June 24, 2012

Location: 34nd & 5th to Christopher and Greenwich Sts.

Audience: Adults 18+/All Ages

Attendance: 1.5 million

Past Sponsors: Skinny Girl Margarita, Mint Car



Brooklyn Pour

The Village Voice's Brooklyn Pour Craft Beer Festival will be back for its second year in Brooklyn in Fall 2012. The event will feature tri-state area craft beers, food, entertainment and more.

Date: October 2012

Location: Brooklyn, NY

Audience: Adults 21+

Entertainment: DJs

Past Sponsors: Guinness, Whole Foods Market, Smart Water, Sony Pictures



Web Awards

The Village Voice's third annual Web Awards program awards the best, brightest and most innovative online talent. The media-only web award ceremony celebrates the winners with live music and more.

Date: December 2012

Location: NYC

Audience: Adults 21+, media, bloggers, online tastemakers

Entertainment: Live music and DJs

Past Sponsors: Whole Foods Market, Dogfish Head

Featuring eclectic culinary favorites of resident food critic Robert Sietsema and Fork in the Road and Counter Culture columns, The Village Voice is proud to present our fifth annual curated Choice Eats tasting event. 50+ Handpicked restaurants from all five boroughs from 35+ nations featured in The Village Voice are represented, along with complimentary craft beer pairings, wine and liquor beverages.

Date:
March 13, 2012

Location:
The Armory

Demographic:
21-40 Adults

Attendance:
2000

VOICE 5th Annual Tasting Event

CHOICE EATS



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 10-week print campaign and the official Choice Eats (over 2,000 copies distributed on-site at the ceremony).
- Online Marketing:** Logo inclusion in a 9-week banner ad campaign as well as on the official Choice Eats website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

A new event to 2012, the Village Voice is proud to present our first annual Choice Streets Food Truck tasting event, featuring over 25 of some of the city's favorite and highly sought-after food trucks. Set amid the backdrop of the New York Landmark – The Intrepid – attendees will feast on Pier 86 and enjoy an evening of fabulous food, drinks and an amazing view of New York City.

Date:
Tuesday, April 24, 2012

Location:
The Intrepid, Pier 86

Demographic:
21-40-year-old adults

Attendance:
500

the VOICE
**CHOICE
STREETS**
New to 2012
**FOOD TRUCK
TASTING EVENT**



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 8-week print campaign and the official Event Guide (over 2,000 copies distributed on-site at the event).
- Online Marketing:** Logo inclusion in a 8-week banner ad campaign as well as on the official Choice Streets website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

The Village Voice's Obie Awards were created by Jerry Tallmer in 1955, soon after the first publication of the paper, to publicly acknowledge and encourage the growing Off Broadway theater movement. Just as they are today, The Village Voice Obies were purposely structured with informal categories, to recognize persons and productions worthy of distinction in each theater season. The Obie Awards are an important part of the Voice's long history of championing Off Broadway and Off Off Broadway.

Date:
May 21, 2012

Location:
Webster Hall

Demographic:
21-40 Adults

Attendance:
800 - 2000

OBIES



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 9-week print campaign and the official Obies Program (over 1,000 copies distributed on-site at the ceremony).
- Online Marketing:** Logo inclusion in a 9-week banner ad campaign as well as on the official Obies website.
- On-site branding:** Branding opportunities through on stage award or grant sponsorship in addition to on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

The Gay Pride Parade provides a unique atmosphere to interact and forge relationships with The Village Voice's LGBT readership along with the thousands of New Yorkers that attend and participate in the parade. As a media sponsor of the Gay Pride Parade, The Village Voice will be hosting

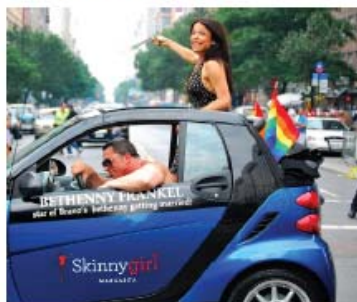
Gay Pride

Date:
June 24, 2012

Location:
5th Ave. from 36th St.
to Christopher St.

Demographic:
18+/All Ages

Attendance:
1.5 Million



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 4-week print campaign
- Online Marketing:** Logo inclusion in a 4-week banner ad campaign
- On-site branding:** Branding opportunities through banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

4KNOTS MUSIC FESTIVAL

Returning for its second year, the 4knots Music Festival will make its home at South Street Seaport. This 35,000 person music event continues the Voice's 12 year run of bringing emerging music to NYC.



Date:
July 14, 2012

Location:
South Street Seaport
Pier 17, NYC

Demographic:
21-40 Adults



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 12-week print campaign and the official 4knots (over 2,000 copies distributed on-site at the ceremony).
- Online Marketing:** Logo inclusion in a 12-week banner ad campaign as well as on the official 4knots website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

The Village Voice's Brooklyn Pour craft beer festival will host its second annual event in Brooklyn in Fall 2012. The event will feature local tri-state area craft beers, food, entertainment and more. The afternoon event will enable Voice readers to taste a variety of beers in one location.

BROOKLYN POUR



Date:
October 2012

Location:
Brooklyn, NYC

Demographic:
21-40 adults

Attendance:
1,000

SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 10-week print campaign and the official Brooklyn Pour Guide (over 1,000 copies distributed on-site at the event).
- Online Marketing:** Logo inclusion in a 10-week banner ad campaign as well as on the official Brooklyn Pour website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns. Lifestyle Marketing: Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

Each year, The Village Voice plays an important role with the Village Halloween Parade as the exclusive media sponsor. The parade attracts over 2 million people and is the nation's largest public Halloween celebration. In 2010, the parade was streamed live on WPIX Channel 11 and NY1 Television. The Voice official parade float provides a unique atmosphere to interact and forge relationships with the Voice's readership along with thousands of New Yorkers that attend and participate in the parade each year.

Date:
October 31, 2012

Location:
6th Ave. from Spring St. to 15th St.

Attendance:
1.5 Million

Demographic:
Adults 18+/All Ages



THE VILLAGE HALLOWEEN PARADE

SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 12-week print campaign and the official 4knets (over 2,000 copies distributed on-site at the ceremony).
- Online Marketing:** Logo inclusion in a 12-week banner ad campaign as well as on the official 4knets website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.

the village VOICE WEB AWARDS

The Village Voice Web Awards honor the best local online talent in more than 30 categories as judged by national web celebrities, Village Voice editorial web experts and our readers. After a heavily marketed online poll, our panel of celebrity judges will review the nominations and choose winners to be honored at an informal ceremony. This is a unique, invite-only event for the online web community; over 400 tastemakers on the forefront of the national and local New York City web community will be in attendance.

Date:
December 2012

Location:
TBD

Demographic:
21-40 Adults

the village VOICE WEB AWARDS



SPONSOR BENEFITS:

- Print Advertising:** Logo inclusion in 8-week print campaign and the official Web Awards (over 2,000 copies distributed on-site at the ceremony).
- Online Marketing:** Logo inclusion in a 8-week banner ad campaign as well as on the official Web Awards website.
- On-site branding:** Branding opportunities through a dedicated booth space, on-site banners, and gift bag inclusion.
- Email and Text:** Brand inclusion in email news letter and SMS campaigns.
- Lifestyle Marketing:** Postcard, rack card, and poster distributions in targeted locations throughout NYC.
- Social Media:** Brand inclusion in social media efforts through Twitter and Facebook.