

# 2022 MEDIA KIT



## Digital Content Marketing and Promotions

[www.fanfarecafe.com](http://www.fanfarecafe.com)



Fanfare Cafe • [www.fanfarecafe.com](http://www.fanfarecafe.com)  
A service of Green Room Promotions • [www.greenroompromotions.com](http://www.greenroompromotions.com)  
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# EDITORIAL MISSION

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*“All the world’s a stage...” - William Shakespeare*

**fanfare [fan fair] – noun**

- introduce something or someone important
- Publicity or advertising
- media attention or elaborate ceremony

Through content and promotional announcements right from the source – you! Fanfare Café is a online magazine style resource and show guide to keep informed of entertainment and events suited for a wide spectrum of interests and lifestyle.

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## What makes us different?

What is better than a banner ad? Marketing with rich media. Your media! You submit the stories, press release and marketing content. This is your opportunity to tell the audience what events and shows are coming up. Highlight your venue, organization, artists or your history. Short and simple or in depth...it’s up to you. Include photos, video and links for interactive connection with your audience.

## Our Website

Content and events reach across the United States and beyond with our website’s highly functional design, layout and features used by top magazine and news media companies. The site is mobile and tablet responsive for full result search optimization. Digital Content marketing campaigns are complete with engaging data and links that will be available on the web for up to two years.

- **Press Releases**
- **Native Advertising**
- **Program Overview**
- **Special Events**
- **Theatre**
- **Concerts**
- **Comedy**
- **Dance**
- **Festivals**
- **Television**
- **Special Appearances**
- **CD Release**

**...and more!**

## Wait! There’s more...

In addition to promoting and sharing your press releases, editorial information and events online, we will be offering merchandise sales and future print and digital magazine issues and much more to come!

# DAILY WEBSITE and SOCIAL MEDIA PROMOTIONS

All News/Article placements will remain on the website for two years

All Events will remain on the website until 90 days past event date

<b>Spotlight &amp; Native Advertising</b>	<ul style="list-style-type: none"><li>▪ Premium Space / Top of website placement</li><li>▪ Placement on lower section of all Event Calendar listings</li><li>▪ Entertainment News placement</li><li>▪ Social Media promotions</li><li>▪ Available to on various locations of the website</li></ul>
<b>Entertainment News</b>	<ul style="list-style-type: none"><li>▪ Entertainment News placement</li><li>▪ Social Media promotions</li><li>▪ Available on various locations of the website</li></ul>
<b>Event Calendar</b>	<ul style="list-style-type: none"><li>▪ Event Calendar placement</li><li>▪ Stand-alone or group Social Media promotions</li><li>▪ Event listing on our Facebook EVENTS Tab (optional)</li></ul>
<b>Side Banner Ad</b>	<ul style="list-style-type: none"><li>▪ Top right side / Bottom right side placement / Footer placement <i>Video or Image with links</i></li></ul>
<b>eNewsletter</b>	<ul style="list-style-type: none"><li>▪ Featured articles, events and side bar banner placements</li></ul>

Contact us for rates and opportunities: [info@greenroompromotions.com](mailto:info@greenroompromotions.com)

# DAILY WEBSITE CONTENT PLACEMENT

Spotlight Articles and Entertainment News Articles Listed by Genre

Featured Video

Events

Random Spotlight Articles and Entertainment News Articles

Spotlight Articles  
10 Placements (5 rotating cycles) will appear at top website location for approximately 12 days (Most recent will display top left and move towards right as new articles are added)

The screenshot shows the fanfare cafe website homepage. At the top, there is a navigation bar with links for 'Entertainment News', 'Videos', 'Broadway in New York', and 'Upcoming Events'. Below the navigation bar is a 'WELCOME!' message. The main content area features a grid of featured articles and videos. On the right side, there is a sidebar with a search bar, social media links, and an 'UPCOMING EVENTS' section. At the bottom, there are sections for 'CONNECT WITH US', 'FOLLOW US ON TWITTER', and 'ENTERTAINMENT NEWS'.

Annotations on the screenshot include:

- Red arrows pointing to the top navigation bar from the 'Spotlight Articles and Entertainment News Articles Listed by Genre' and 'Featured Video' labels.
- Red arrows pointing to the top row of featured articles from the 'Spotlight Articles and Entertainment News Articles Listed by Genre' label.
- Red arrows pointing to the right sidebar from the 'Side Bar Ad or Video Ad' and 'Side Video Ad' labels.
- Red arrows pointing to the 'UPCOMING EVENTS' section from the 'Events - Tour dates, Broadway openings, CD releases, movie releases, etc...' label.
- Red arrows pointing to the bottom right section from the 'Large Ad' label.

Spotlight Articles and Entertainment News Articles

Side Bar Ad or Video Ad

Side Video Ad

Events - Tour dates, Broadway openings, CD releases, movie releases, etc...

Large Ad