

# **ActorPoint.com**

**Providing Actors with the Tools for Success  
for Over 10 Years!**

# ABOUT US

ActorPoint started over 10 years ago as a simple resource web site for actors and actresses. Today, we've grown into a premier destination where aspiring and veteran thespians from all over the world come to learn and grow.

At ActorPoint, our MISSION is to provide actors with the resources they need to succeed in the acting, TV and film industries. We know it can be tough... which is why we're here. And people love us for it!

## YOU AND ACTORPOINT

- We're not some large corporate site, so YOU get more personal attention from us.
- We're flexible... we can work with YOU
- We make YOUR advertising goals our goals

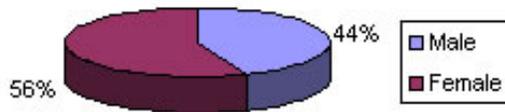
# OUR AUDIENCE

## STATISTICS (Averages based on last 3 Years)

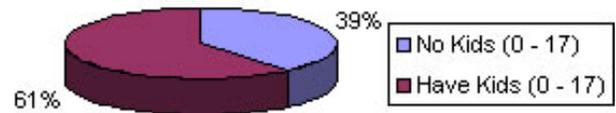
- Monthly Unique Visitors: 95,000 to 100,000 a month
- Average Monthly Page Impression: 640,000 (800,000+ in peak months)
- Average Time on Site: Over 5 minutes
- Number of Pages Viewed per Visit: 6.5 pages
- Email Subscribers: 3,800+

## DEMOGRAPHICS

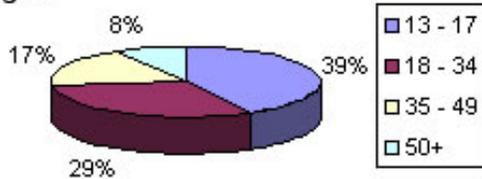
**Gender**



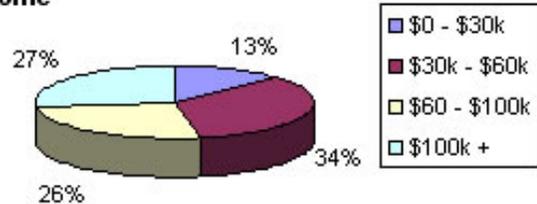
**Have Children**



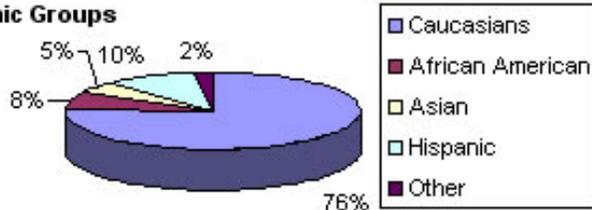
**Ages**



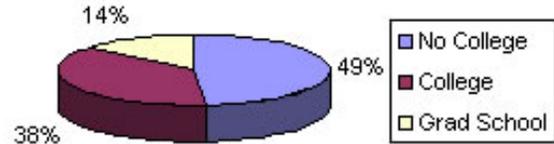
**Income**



**Ethnic Groups**



**Education**



Charts based on 2010 Quantast™ statistics

# ADVERTISING OPPORTUNITIES

## BANNER ADS

We feature a variety of placements for maximum exposure and clicks to your ads. And we even allow you to target your audience by Gender!

Many of the pages on our site cater to either males or females. For example, our Female Monologues page targets women. So, if you're seeking a primarily female audience for your product, service, or offer - then you can simply advertise on that page or other similar pages.

Example:

Your Ad Here!

The screenshot shows the Actor Point website interface. At the top, there is a banner ad for 'University of Michigan Sun' with a 'Come Cleanse' button. Below the banner is a navigation bar with links like 'HOME', 'CASTING CALLS', 'MONOLOGUES', 'ACTOR SPOTLIGHT', 'BOSS REPORT', 'ACTING TIPS', 'INDUSTRY NEWS', and 'FREE NEWSLETTER'. A search bar and a newsletter sign-up form are also present. The main content area features an 'ACTOR SPOTLIGHT:' article with a photo of actor J. Teddy Garces and text about his role in 'The Guild'. To the left is a sidebar menu with categories like 'Female Monologues', 'Male Monologues', 'Free Monologues', and 'Dramatic Monologues'. To the right is a Kohls' ad with a 'Change ZIP Code' form and 'Stores near you' section. Arrows from the text 'Your Ad Here!' point to the banner, the sidebar menu, and the Kohls' ad.

**Standard ad format/sizes include the following:**

- 728 x 90 (Leaderboard; above & below fold)
- 300 x 250 (Medium Rectangle; above fold)
- 336 x 280 (Large Rectangle; above fold)
- 120 x 600 (Skyscraper; above fold)
- 160 x 600 (Wide Skyscraper; above fold)

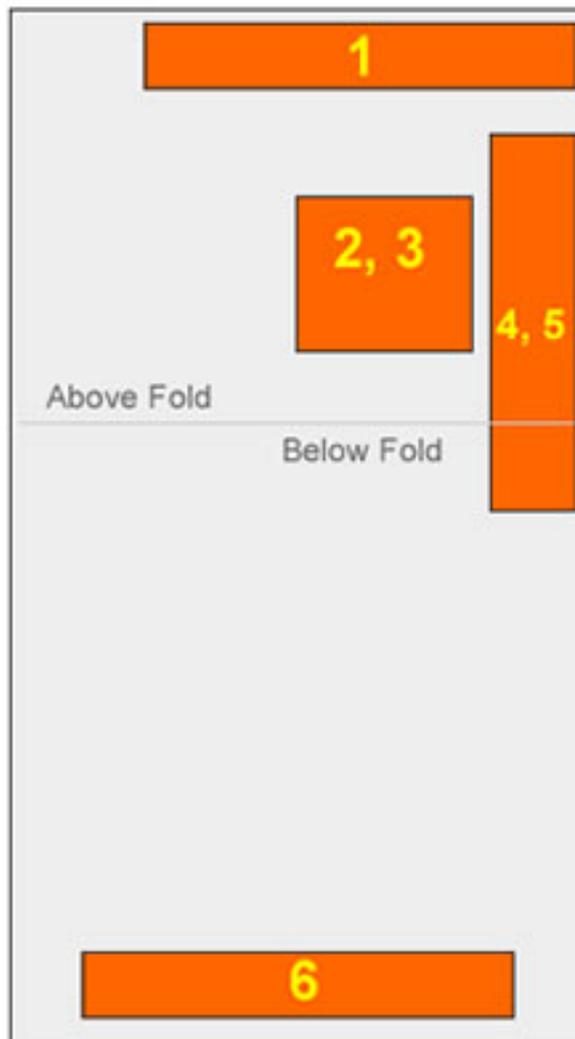
## Placements & Layout

You can select from targeted placement to broad placement to place your ads. For example, you can advertise on our Home Page, on specific Category Pages, throughout our entire site... basically anywhere you want!

**Legend:** The orange rectangles represent different ad formats/banner sizes.

- 1 = Leaderboard (above fold)
- 2 = Medium Rectangle (above fold)
- 3 = Large Rectangle (above fold)
- 4 = Skyscraper (above fold)
- 5 = Wide Skyscraper (above fold)
- 6 = Leaderboard (below fold)

**Note:** Ad Layouts are not drawn to scale.



## AD Placement Policy

Banner Placements are Limited.

Prices are per Month and are subject to change.

Advertising opportunities are on a first-come first-served basis.

Discounts are applied for longer commitments.

If you need more flexibility with pricing, placements, or schedules; please contact us - we're willing to work with you.

## AD Specifications

**Ad Size:** Standard ad sizes as we've defined above are accepted

**File Size:** Ideally, file size should be under 40KB as smaller file sized load faster.

**File formats accepted:** GIFs (animated and non-animated); JPEGs; HTML; Flash; third-party redirects; and other rich media

**Tracking/Reporting Support:** At this moment we do not offer any tracking or reporting features. However, you can use your own ad servers or tracking mechanisms. We can also provide you with basic impression reporting based on the Google Analytics service.

**Browser Compatibility:** You must ensure your ad works on popular browsers (IE, Firefox, Chrome, Safari, Opera, etc.)

**Machine Compatibility:** Ads must work on both PCs and MACs

## AD Creative Policy

Be aware that we have the final approval for all ads in regards to content.

We also reserve the right remove an ad from our website at any time and for any reason.

## AD Cancellations

**For ad campaigns running 30 days or less:** Cancellations must be made at least 10 days prior to launch date.

**For ad campaigns running 30 days or more:** Cancellations must be made at least 30 days prior to launch date.

# ADVERTISING TERMS & CONDITIONS

**Recitals** – The terms "we", "us", "our", "this site", "our site" are collectively used to refer to ActorPoint.com, its owner, affiliates, subsidiaries, and employees. Actorpoint.com is not bound by any other terms or conditions that appear elsewhere, such as may appear on insertion orders, 3<sup>rd</sup> party contracts, ad copy, or that are tacit or unwritten – apart from what is stated herein.

**Creatives** – We reserve the right to reject any advertising materials based on our sole discretion. We reserve the right to reject advertisements without liability for any reason – or for no reason at all – including advertisements that we deem inappropriate or that otherwise do not conform to our standards. Our rates, conditions, placements, ad specifications, and ad units are all subject to change without notice. We do not honor or guarantee any positioning requests that have not been paid for. We also reserve the right to place the word "advertisement", or other similar word such as "sponsored ad", next to any advertisement.

**Payments** – Payments are due in full on the date of invoice. We reserve the right to apply payments from the Advertiser to any other debt owed to us by that advertiser. The advertiser will remain liable for any outstanding balances owed to Actorpoint.com. We do not have an Exit Clause. We can not guarantee that your advertising campaign will be profitable. However, we do guarantee that we will work with you to meet your advertising goals.

**Modifications** – Modifications to running advertisement campaigns are accepted. However, there is no guarantee that your modifications will be implemented immediately. As such, you should allow at least 48 to 72 hours for any modifications to take effect.

**Intellectual Rights** – Advertiser, and/or any representative agency of said advertiser, jointly and separately represent that they are fully authorized and licensed to use and publish the following on behalf of the advertiser: (i) the names, portraits, and pictures of living and dead persons represented in advertisement, (ii) all intellectual, private, and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser. Furthermore, advertiser, and/or representative agency of said advertiser, represent that any submitted advertisement is not libelous, does not invade anyone's privacy, or is otherwise against the law.

**Indemnification** – Advertiser, any representative agency, and any related affiliates agree to and shall indemnify, defend, and hold harmless Actorpoint.com, it's owner, shareholders, affiliates, and employees from and against any and all losses, damages (including consequential, incidental, special, and punitive damages), liabilities, costs, fees, and expenses (including court, collection, and legal fees and expenses) incurred, arising out of or related to the following: (i) the content and publication of the advertisements and (ii) the failure of any content related to the advertisements to comply with and/or conform to all applicable laws, ordinances, statutes, and rules.

**Liability** – Advertiser, and/or any representative agency, agrees that Actorpoint.com's total liability – if applicable – to Advertiser and any third parties shall not exceed the amount paid by Advertiser to Actorpoint.com for the applicable advertising campaign. Advertiser agrees that Actorpoint.com shall in no way be liable – in any and all cases – for anything resulting from events that are beyond its reasonable control. This includes Acts of God, natural disasters,

hacker attacks, power outages, and freak accidents. In no event will Actorpoint.com be liable to Advertiser or any other party for consequential, incidental, special, or punitive damages.

**Disputes** – This Agreement shall be governed by and interpreted under the laws of the Great State of New York, in spite of, and without regard to any conflicts with other laws. Both Actorpoint.com and the Advertiser (or representative agency) hereby agrees that any legal disputes arising from this agreement shall be brought forth to and settled in a state or federal court in the state of New York; furthermore, both Actorpoint.com and the Advertising party agree to waive any objection it has or may have in the future with respect to any of the foregoing.

# OTHER ADVERTISING OPPORTUNITIES

## PROFESSIONAL PROFILE PAGES

### Casting Professional Profile Page (for Casting Directors, Agents & Agencies)

- [Lifetime Listing](#) - Only \$299
- [Yearly Listing](#) - Only \$99

Get a complete Profile page highlighting you and your services - NOT just your contact information. A Profile listing allows you to have:

- A brief biography
- A whole section where you pitch your services
- A picture of yourself or company logo
- Up to 2 URLs back to your web sites
- Also includes listing in the main casting professionals directory in addition to your profile page
- NO 3rd-party Ads

The Casting Professionals' directory is also easily accessible and linked to from the left-hand navigation section - which appears on every page of our site. This makes it easier for our visitors to find YOU.

View our casting professionals' directory [here](#)

View a sample Profile page [here](#)

(NO 3rd Party Ads will be displayed on your page)

After payment, your Profile page will be up in 48 - 72 business day hours depending on the amount of insertion orders in queue.

[Click Here Now to Submit Your Listing](#)

### Photography Professional Profile Page

- [Lifetime Listing](#) - Only \$299
- [Yearly Listing](#) - Only \$99

Get a complete Profile page highlighting you and your services - NOT just your contact information. A Profile listing allows you to have:

- A brief biography
- A whole section where you pitch your services
- A picture of yourself or company logo
- Up to 2 URLs back to your web sites
- Also includes listing in the main photography professionals directory in addition to your profile page
- NO 3rd-party Ads

The Photography Professionals' directory is also easily accessible and linked to from the left-hand navigation section - which appears on every page of our site. This makes it easier for our visitors to find YOU.

View our photography professionals' directory [here](#)

View a sample Profile page [here](#)

(NO 3rd Party Ads will be displayed on your page)

After payment, your Profile page will be up in 48 - 72 business day hours depending on the amount of insertion orders in queue.

**[Click Here Now to Submit Your Listing](#)**

# CONTACT INFORMATION

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