

DidHeLikeIt.com

Did He Like It is your official gauge for all theater reviews by *The New York Times* and chief theater critic Ben Brantley.

Reviews from all major publications, including *Associated Press*, *The Daily News*, *USA Today*, *Variety*, and more let you see what the critics think of every notable production.

A staple within the theatre industry, Did He Like It has become a go-to for insiders and general consumers, creating an active and valuable readership.

The screenshot shows the website's layout. At the top, there's a navigation bar with links for HOME, BROADWAY REVIEWS, OFF-BROADWAY REVIEWS, REVIEW ARCHIVE, BUY TICKETS, and SEARCH. A search box with a "Google" Custom Search logo is also present. Below the navigation, there's a "HIS LATEST REVIEW" section featuring a large image of a theater production. To the right of this image is a "SIGN UP TO GET REVIEWS EMAILED TO YOU" form with an email input field and a "SUBMIT" button. Below the image, there's a review snippet for "OFF-BROADWAY REVIEW: FUERZA BRUTA: WAYRA" dated July 9, 2014, with a "READ THE REVIEWS" and "BUY TICKETS" button. A "MOST RECENT REVIEWS" section follows, featuring a review for "OFF-BROADWAY REVIEW: K Aidan Chibusu no Enoki" dated July 8, 2014, also with "READ THE REVIEWS" and "BUY TICKETS" buttons. On the right side, there's a "COMING UP:" section listing upcoming reviews for September and October 2014, with a "see the full list" link. At the bottom right, there's a "REVIEWS" section with a "BROADWAY" link. Several promotional banners for "THE AWESOME 80S PROM" are visible, including one with the quote "TOTALLY RAD!" from the New York Times.

For more information or to place an advertisement, contact
Monica Hammond at 212.874.5348 x 732 or
Monica@DavenportTheatrical.com



DidHeLikelt.com

E-MAIL SPONSORSHIP BANNER

- Your show or product can sponsor an e-mail blast of a Broadway review with a 500x150 pixel banner that links to your website or ticket page.

Cost for one e-mail inclusion: \$150

Cost for five e-mail inclusions: \$500

ONLINE INTERSTITIAL PLACEMENT

- Get your show in front of avid Broadway theatergoers with the NEW Interstitial Placement on the DHLI Homepage! Did He Like It influences user purchases more than The New York Times, Playbill.com, Theatermania, and Broadway.com! Notable statistics include:

- **75%** of DidHeLikelt.com visitors see more than seven shows per year
- **59%** live in the tri-state area
- **89%** are over the age of 45
- **51%** have income greater than \$100,000
- **32% purchase premium or full-price tickets**
- DidHeLikelt.com averages over **184k** unique page views per month and **32k** unique users per month.
- **1,300** average monthly clicks

Cost (static): \$25.00 CPM

Cost (animated or video): \$30.00 CPM

Buy-Out Options Are Also Available

Specs:

- 640x480px
- File Type (static): .gif, .jpg, .png
- File Type (animated or video): .gif, Vimeo capable
- Length: 30 seconds or less

REMARKETING PIXEL PLACEMENT

- Increase visibility across the internet by installing a remarketing pixel on Did He Like It. This will allow visitors of Did He Like It to be served your ads on other sites.

Cost: \$195 per week

(Inclusive of pixel installation)

For more information or to place an advertisement, contact
Monica Hammond at 212.874.5348 x 732 or
Monica@DavenportTheatrical.com

DidHeLiked.com

E-MAIL SPONSORSHIP BANNER

DID HE LIKE IT?



OFF-BROADWAY REVIEW

Did He Like *Fuerza Bruta: Wayra*?



July 9, 2014: You know that part, right before the show starts, when they tell you where the emergency exits are? Usually, it's not the most ear-catching information. But should you find yourself in a crowded theater that's so thickly clouded with pink-lit stage fog that no exit signs are visible, and they skip the part about where to find them, you might feel the tiniest bit alarmed. *Fuerza Bruta: Wayra*, at the Daryl Roth Theater, skips that part, or at least it did the other night. This latest bit of sensory-overload brand extension from Diqui James and Gaby Kerpel, of *De la Guarda*, is a shiny, ever-shifting kinetic spectacle bent on disorientation. A high-volume, augmented remix of *Fuerzabruta*, which ran at the Daryl Roth Theater for more than six years, this energetic 80-minute show is rife with acrobatics, throbbing music, many-colored lights and storm-speed wind machines.

[READ THE REVIEWS](#)

[BUY TICKETS](#)

[ORDER GROUP TICKETS](#)

[FACEBOOK](#) [TWITTER](#)

[Click here to find out if he liked it!](#)

DID HE LIKE IT IS BROUGHT TO YOU BY:

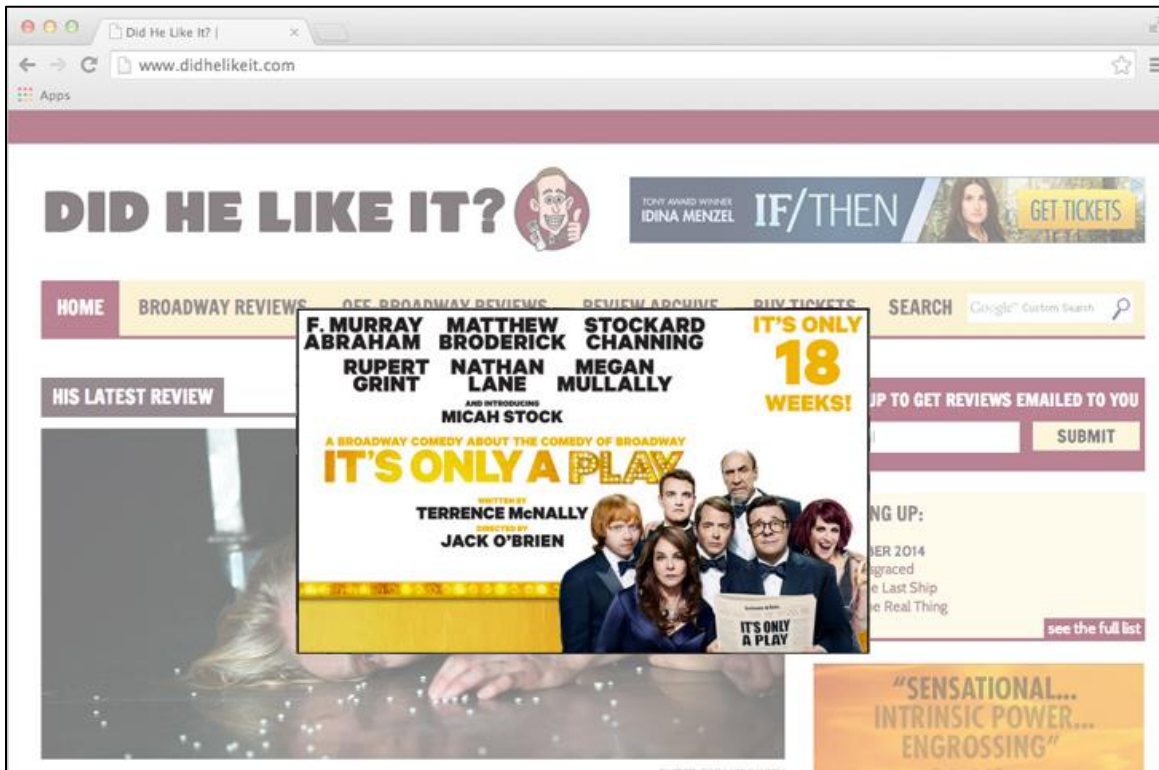
500x150

[DIDHELIKEIT.COM](#) | [TELL YOUR FRIENDS](#) | [OPT OUT](#)

For more information or to place an advertisement, contact
Monica Hammond at 212.874.5348 x 732 or
Monica@DavenportTheatrical.com

DidHeLikeIt.com

ONLINE INTERSTITIAL PLACEMENT



For more information or to place an advertisement, contact
Monica Hammond at 212.874.5348 x 732 or
Monica@DavenportTheatrical.com