AMERICANS FOR THE ARTS
2020 MEDIA KIT

As of 2/13/2020
Americans for the Arts’ mission is to advance and lead the network of organizations and individuals who cultivate and support the arts in America. We work with you and others to ensure that every American has access to the transformative power of the arts.

In this media kit, you will find opportunities to target decision makers and leaders in the arts and communities across the country. For each of our audiences, Americans for the Arts hosts a number of annual events, and produces web, print, email, and digital resources, offering a variety of ways to gain visibility and exposure for your organization, products, or services.

Refer to the table of contents below to pick your target audience, visibility opportunities, and find pricing and availability. **For more information, contact us at exhibits@artsusa.org or call 202.371.2830.**

3 Pick Your Audience

6 Pick Your Visibility Opportunities

10 Price Sheet

**We can’t wait to work with you!**

Contact us at:
exhibits@artsusa.org
or
202.371.2830 x2061
Our Audiences

Americans for the Arts offers you access to targeted audiences of arts professionals and arts advocates, including Nonprofit Arts and Community Leaders, Grantmakers, Arts Marketers, Emerging Leaders, Students, Public Art Administrators, Artists, and Arts Educators.

NONPROFIT ARTS and COMMUNITY LEADERS and GRANTMAKERS

Who They Are: Executive Directors, Commissioners, and Board Members

What They’re Looking For: Cultural Planning, Grant Management Tools, and Research

Previous Advertisers: Cultural Planning Group, Artists Thrive, and SmartSimple

Signature Opportunities:
Annual Convention
Arts Link Magazine
Monthly Wire E-newsletter

Our Reach:
8,000 email subscribers
2,500 print subscribers
1,000 in-person attendees

Looking for specific audience targeting?
Contact us at:
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202.371.2830 x2061
ARTS MARKETERS

Who They Are: Marketing Directors, Communications Directors, and Executive Directors

What They're Looking For: Ticketing Solutions, CRM Systems, Data Analytics, and Digital Marketing Expertise

Previous Advertisers: Tessitura, Capacity Interactive, and Wordfly

Signature Opportunities:
National Arts Marketing Project Conference
Arts Marketing Connection E-newsletter
National Arts Marketing Project Website

Our Reach:
22,000 email subscribers
3,800 web visitors per month
600 in-person attendees

EMERGING LEADERS and STUDENTS

What They're Looking For: Masters Programs and Professional Development

Previous Advertisers: Goucher College, Drexel University, and Rider University

Signature Opportunities:
National Arts Action Summit
ArtsU E-Learning Portal
Job Bank Webpages

Our Reach:
52,000 Job Bank visitors per month
3,000 ArtsU users per month
ARTS EDUCATORS

Who They Are: Education Directors, Art Teachers, Professors, and Students

What They’re Looking For: Curriculum Resources, Professional Development, and Masters Programs

Previous Advertisers: Quaver, Ohio State, and Berkelee Institute for Arts Education and Special Needs

Signature Opportunities:
- Creativity Connection E-newsletter
- Arts Education Webpages

Our Reach:
- 27,000 email subscribers
- 10,000 web visitors per month

PUBLIC ART LEADERS

Who They Are: Public Art Administrators, Artists, and Project Managers

What They’re Looking For: Manufacturers, Conservation & Maintenance, Restoration, and Consulting Services

Previous Advertisers: Forecast Public Art, RLA Conservation, and Philadelphia Mural Arts

Signature Opportunities:
- Public Art & Civic Design Conference
- Public Art Connection E-newsletter
- Public Art Resource Center Webpages

Our Reach:
- 9,000 web visitors per month
- 4,000 email subscribers
- 300 in-person attendees
Visibility Opportunities

ADVERTORIAL

Perfect for: Offering customers in-depth insights into your company and products

Advertorials allow you to feature your brand alongside Americans for the Arts content on ArtsBlog, in e-newsletters, and in our event apps.

Blog Post
Your blog featured in ARTSblog, the popular curated resource for arts professionals

- 450 – 900 words
- Optional images and graphics
- Pinned at the top of the blog for two weeks
- Promoted in an email story and social post

E-newsletter Story
Your story featured in the e-newsletter of your choice

- 100 words
- Optional image (JPG or PNG)

Sponsored App Posts
Three sponsored posts in the Americans for the Arts Event App

- Choose your timing during the conference
- 250 characters
- 650 x 450 px image (JPG or PNG)
DISPLAY ADVERTISING

Perfect For: Showcasing your brand image and reinforcing your message across many platforms

Web Advertising
Choose webpages based on your targeted audience
• 30 day run

Web Sidebar: 1:1 aspect ratio, JPG, PNG, or GIF
Web Banner: 715 px x 105 px, JPG, PNG, or GIF
Web Premium: High profile exposure on the Americans for the Arts homepage and all hub pages, including Lead, Connect, Research, and Advocate

Email Advertising
Banner ad featured in the e-newsletter of your choice
• 550 px x 100 px, JPG or PNG

App Advertising
• Banner ad in our event-specific apps
• 600 px x 110 px, JPG or PNG
• Runs during the event and month prior

Print Advertising
Full-color ads in the member-exclusive Arts Link magazine and event programs
• PDF/X1-a, CMYK or four-color equivalent

Half Page: 7.75” x 4.75”
Full Page: 8.5” x 11”
Inside Cover (Front or Back): 8.5” x 11”
Back Cover: 8.5” x 11”
Half Page Back Cover (Only Available for Arts Link): 7.75” x 4.75”
Belly Band (Only Available for Event Programs): Wraps around publication, requiring attendees to interact with your ad when reading their program.
EVENT ADVERTISING

Perfect for: High-impact touchpoints with customers in purchase mode

Americans for the Arts hosts three national annual events: National Arts Action Summit, Annual Convention and Public Art & Civic Design Conference, and National Arts Marketing Project Conference. Advertisers can take advantage of branding opportunities and opportunities to connect with attendees across our events.

Exhibit Table
Connect with attendees over three days at your preferred event
• 6’ table with two chairs
• One complimentary registration
• Two discount registrations, $400 each
• Featured in the event program, app, website, signage, and one email
• First-come, first-served choice of placement
• Attendee list with names, titles, organizations, phone numbers, and mailing addresses before and after the event

Dinearounds
Host a curated conversation with 10-12 attendees on the topic of your choice!
• Dinearounds will be promoted in event emails, program, and app

“Dine-arounds are the BEST networking events at any conference I've ever attended.”
2019 NAMPC attendee

Seat Drops
Share your printed messages and takeaways during keynotes or half-day bus tours

Bag Inserts
Your branded items in the swag bag all attendees receive when they arrive at the conference
Napkins
Brand napkins throughout your preferred event’s provided meals and networking breaks

Charging Station Advertising
Opportunity to brand two charging stations at your preferred event

Power Pack
Exhibitors! Add links to your digital branding on events app, website, and email

Escalator Branding
Elevator Branding
Column Wraps

Looking for specific event branding?
Contact us at:
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or
202.371.2830 x2061
AFFILIATE ADVERTISING

Perfect for: High exposure for your brand and customized targeting and messaging

Partner Webinars
Host your own webinar and curate speakers and content under the Americans for the Arts and ArtsU brand
- Advertisers are responsible for all creative and Americans for the Arts will manage the technical support for the webinar.

Partner Emails
Your email sent to 10,000 – 15,000 targeted recipients from the Americans for the Arts database. Opportunity to customize your audience size.
- Advertisers are responsible for all creative, including text and images and Americans for the Arts will send the messages on the partner’s behalf to a targeted list.

Push App Messaging
Notification pushed out to Americans for the Arts event attendees even when they’re not in the app
- 1024 characters maximum
- Limited Availability

PACKAGES

Perfect for: Having many touchpoints and keeping your decision-making process easy!

Our designed packages give you the broadest access to your target audience.
All packages can be customized.

1 Event + Advertising Package
1 Exhibit Table
1 Half Page Program Ad
1 Web Sidebar Ad
1 App Banner Ad

2 Event + Advertising Package
2 Exhibit Table
2 Half Page Program Ad
2 Web Sidebar Ad
2 App Banner Ad

Advertising Package
1 Email Banner Ad
1 Web Sidebar Ad
1 Half Page Print Ad
# Advertising Prices

## Advertorial

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Post</td>
<td>$1,200</td>
</tr>
<tr>
<td>E-newsletter Story</td>
<td>$500</td>
</tr>
<tr>
<td>Sponsored App Post</td>
<td>$300</td>
</tr>
</tbody>
</table>

## Display Advertising

### Web

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Sidebar</td>
<td>$450</td>
</tr>
<tr>
<td>Web Sidebar, Premium</td>
<td>$1,000</td>
</tr>
<tr>
<td>Web Banner</td>
<td>$625</td>
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</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Banner</td>
<td>$300</td>
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</table>

### Print

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full Page</td>
<td>$2,400</td>
</tr>
<tr>
<td>Back Cover Half Page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside Cover, Front or Back</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$900</td>
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<tr>
<td>Belly Band</td>
<td>$4,500</td>
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### App

<table>
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<th>Service</th>
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</thead>
<tbody>
<tr>
<td>App Banner</td>
<td>$200</td>
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## Event Advertising

<table>
<thead>
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<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Table</td>
<td>$1,850</td>
</tr>
<tr>
<td>Power Pack</td>
<td>$100</td>
</tr>
<tr>
<td>Escalator</td>
<td>$3,500</td>
</tr>
<tr>
<td>Elevator (1 set of doors)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Column Wrap (1 column)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Dinearounds</td>
<td>$1,000</td>
</tr>
<tr>
<td>Seat Drops (Keynotes)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Seat Drops (Tours)</td>
<td>$1,250</td>
</tr>
<tr>
<td>Bag Inserts</td>
<td>$2,250</td>
</tr>
<tr>
<td>Charging Station Advertising</td>
<td>$5,500</td>
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</table>
# Advertising Prices Continued

## AFFLIATE ADVERTISING

<table>
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<tr>
<th>Service</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Partner Webinars</td>
<td>$6,000</td>
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<tr>
<td>Partner Emails</td>
<td>$2,500</td>
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<tr>
<td>Push App Messaging</td>
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## PACKAGES

<table>
<thead>
<tr>
<th>Package Description</th>
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<tbody>
<tr>
<td>1 Event Exhibit + Advertising Package</td>
<td>$3,000</td>
</tr>
<tr>
<td>2 Event Exhibit + Advertising Package</td>
<td>$5,500</td>
</tr>
<tr>
<td>Advertising Package</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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or

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