

ArtsWNews Sponsorship

ArtsWNews is Westchester's go-to arts & entertainment newspaper published by ArtsWestchester. The 16- to 24-page monthly publication highlights Westchester's cultural scene and provides a comprehensive calendar of events reaching the county's business and cultural community.

The Opportunity

As an Issue Sponsor or Calendar Sponsor, you can showcase your brand across all of ArtsWestchester's publications for an entire month!

ArtsWNews Sponsor Benefits

- A premium full page/full color advertisement in *ArtsWNews* and a "sponsored by" message with company logo on the front cover
 - » Inserted in the *Westchester County Business Journal* (readership 50,000)
 - » Mailed to ArtsWestchester's premium mailing list of 2,000 arts enthusiasts and supporters
- A 160 x 600 pixel skyscraper ad in four of ArtsWestchester's calendar *Arts This Week* eNewsletters
- A link to the sponsor's website from artswestchester.org during the sponsored month
- A logo and link to the sponsor's website in the electronic newsletter *ArtsW eNews* sent to 4,100 email subscribers

Cost

One Issue: \$3,000

Two Issues: \$5,000

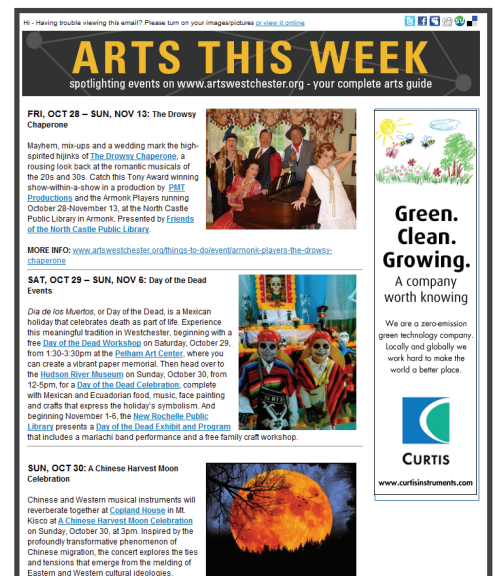
Four Issues: \$9,000

Contact

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dscates@artswestchester.org



Cover, ArtsWNews



E-Newsletter

ARTSW
ARTSWESTCHESTER



“As the cultural cornerstone of our county, ArtsWestchester’s *ArtsWNews* helps me reach the business and cultural community.”

-Sherry Mayo, *Director, Center for the Digital Arts*
Westchester Community College

Our Market:

ArtsWestchester’s readers range in age from 35-65, with an average HHI of more than \$188K. Its supporters live active lifestyles, enjoy leisure activities and dining out, and shop more than 3x per month.

ArtsWNews 2014 Production Schedule

ISSUE	Reservation Deadline	Content Deadline
February	January 3, 2014	January 10, 2014
March	February 7, 2014	February 14, 2014
April	March 7, 2014	March 14, 2014
May	April 4, 2014	April 11, 2014
June	May 9, 2014	May 16, 2014
July	June 6, 2014	June 13, 2014
August	July 4, 2014	July 11, 2014
September	August 8, 2014	August 15, 2014
October	September 5, 2014	September 12, 2014
November	October 10, 2014	October 17, 2014
December/January 2015	November 7, 2014	November 14, 2014

Advertisement Specs

ArtsWNews Print Advertisement Dimensions
9.25"W x 10.75"H color, no bleed press-ready PDF

Arts This Week Email Skyscraper Advertisement Dimensions
160W x 600H pixels color, resolution of 72 dpi, GIF or JPG
(No animations, please)

Send *ArtsWNews* ad file, vector version (.AI or .EPS) of logo and *Arts This Week* skyscraper ad file by the content deadline to:
artswnews@artswestchester.org

