

# 2017 ARTSNEWS SPONSORSHIP

*ArtsNews*, published by ArtsWestchester, is Westchester's go-to arts and entertainment newspaper. With a readership of 125,000, the 16- to 24-page monthly publication highlights Westchester's cultural scene, provides a comprehensive calendar of events and reaches the county's extensive business and cultural community.



## The Opportunity

Become an Issue Sponsor or Calendar Sponsor and showcase your brand across all of ArtsWestchester's publications for an entire month!

## Sponsors Receive:

### SPONSOR BENEFITS

- A premium full page / full color advertisement in *ArtsNews* and a "sponsored by" message with company logo on the front cover.
  - » Inserted into the *Westchester County Business Journal*; readership 50,000.
  - » Inserted into Examiner Media newspapers (*The Examiner*, *Putnam*, *Northern Westchester* and *White Plains* editions); readership 75,000.
  - » Mailed to ArtsWestchester's premium mailing list of 2,000 arts enthusiasts and supporters.
- » Distributed at drop-points throughout the county.
- » A digital version is emailed as part of our *Arts(e)News* eNewsletter (8,000 subscribers).
- A 160 x 600 pixel skyscraper ad in four of ArtsWestchester's *Arts(e)News* calendar eNewsletters.
- A link to the sponsor's website from [artswestchester.org](http://artswestchester.org) during the sponsored month.

## Reserve your 2017 Sponsorship Today:

One Issue: \$2,500  
Two Issues: \$5,000  
Four Issues: \$9,000

## Contact Debbie Scates at:

914.428.4220 x315 or  
[dscates@artswestchester.org](mailto:dscates@artswestchester.org)





“As the cultural cornerstone of our county, ArtsWestchester’s *ArtsNews* 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.

## ArtsNews 2017 Production Schedule

ISSUE	Reservation Deadline	Content Deadline
February	January 6, 2017	January 13, 2017
March	February 3, 2017	February 10, 2017
April	March 8, 2017	March 17, 2017
May	April 7, 2017	April 14, 2017
June	May 5, 2017	May 12, 2017
July/August	June 7, 2017	June 14, 2017
September	August 4, 2017	August 11, 2017
October	September 6, 2017	September 15, 2017
November	October 6, 2017	October 13, 2017
December/January 2018	November 8, 2017	November 17, 2017

## ADVERTISEMENT SPECS:

- *ArtsNews* Print Advertisement Dimensions: 9.25”W x 10.75”H color, no bleed press-ready PDF
- *Arts(e)News* Email Skyscraper Advertisement Dimensions: 160W x 600H pixels, color, resolution of 72 dpi, GIF or JPG (no animations, please)
- Send *ArtsNews* ad file, vector version (.AI or .EPS) of logo and *Arts(e)News* skyscraper ad file by the content deadline to: [artswnews@artswestchester.org](mailto:artswnews@artswestchester.org)

# RATE SHEET

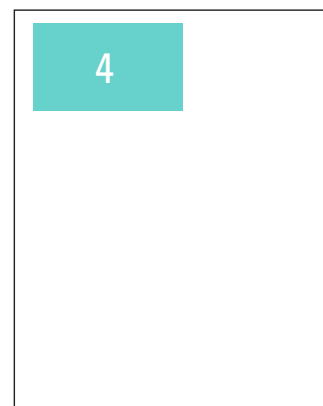
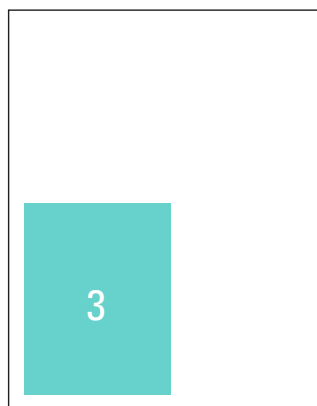
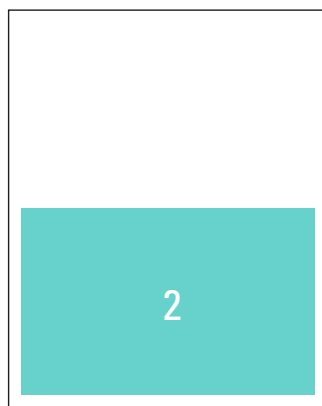
## Print Advertisement

With an advertisement in *ArtsNews*, you can reach decision-makers in both the arts and business communities. The paper is a supplement to the **Westchester County Business Journal** and **Examiner Media (The Examiner, Putnam, Northern Westchester and White Plains editions)**. It is also mailed directly to ArtsWestchester's premium mailing list of 2,000 local arts patrons and distributed at drop-points throughout the county. *ArtsNews* has a total circulation of 50,000 and a total readership of 125,000. The digital version is subsequently sent to an additional 8,000 readers.

To place your ad, contact **Debbie Scates** at **914.428.4220 x315** or **dscates@artswestchester.org**.



### ADVERTISEMENT SIZES



### ADVERTISING RATES (Black & White)

AD #	AD SIZE	DIMENSIONS	OPEN RATE <small>special discount</small>	3 ISSUES <small>additional 5% discount</small>	6 ISSUES <small>additional 10% discount</small>	12 ISSUES <small>additional 20% discount</small>
1	Full Page	9.25" x 10.75"	\$1,600	\$1,520	\$1,440	\$1,260
2	Half Page	9.25" x 4.875"	\$900	\$855	\$810	\$720
3	Quarter Page	4.5" x 4.875"	\$500	\$475	\$450	\$400
4	Eighth Page (Business Card)	4.5" x 2.5"	\$200	\$180	\$180	\$180