

2018 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:

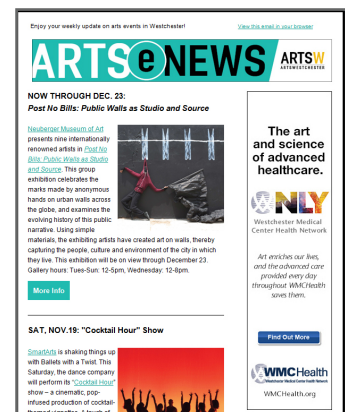
- SPONSOR BENEFITS**
- A premium full page / full color advertisement in *ArtsNews* and a "sponsored by" message with company logo on the front cover.
 - » Inserted into the *Westchester County Business Journal*; readership 50,000.
 - » Inserted into Examiner Media newspapers (*The Examiner*, *Putnam*, *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* eNewsletters.
 - A link to your company's website from artswestchester.org during the sponsored month.

Reserve your 2018 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





“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 2018 Production Schedule

ISSUE	Reservation Deadline	Content Deadline
February	January 5, 2018	January 12, 2018
March	February 2, 2018	February 9, 2018
April	March 9, 2018	March 16, 2018
May	April 6, 2018	April 13, 2018
June	May 4, 2018	May 11, 2018
July/August	June 8, 2018	June 15, 2018
September	August 3, 2018	August 10, 2018
October	September 7, 2018	September 14, 2018
November	October 5, 2018	October 12, 2018
December/January 2018	November 2, 2018	November 9, 2018

ADVERTISEMENT SPECS:

- *ArtsNews* Print Advertisement Dimensions: 9.75”W x 10.48”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