

2019 ARTSNEWS SPONSORSHIP

ArtsNews, published by ArtsWestchester, is Westchester's go-to arts and entertainment newspaper. With a readership of more than 130k, 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:

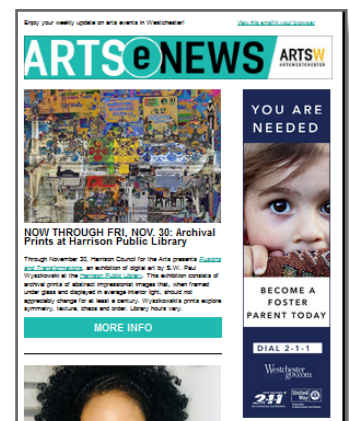
- SPONSOR BENEFITS**
- A premium full page / full color advertisement in *ArtsNews* and a "sponsored by" message with company logo on the front cover.
 - » Inserted into the *Westchester County Business Journal*; readership 50,000.
 - » Inserted into Examiner Media newspapers (*The Examiner*, *Putnam*, *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 (12,000 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 2019 Sponsorship Today:

One Issue: \$2,500
Two Issues: \$5,000
Four Issues: \$10,000

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 2019 Production Schedule

ISSUE	Reservation Deadline	Content Deadline
February	January 4, 2019	January 11, 2019
March	February 1, 2019	February 8, 2019
April	March 8, 2019	March 15, 2019
May	April 5, 2019	April 12, 2019
June	May 10, 2019	May 17, 2019
July/August	June 7, 2019	June 14, 2019
September	August 9, 2019	August 16, 2019
October	September 6, 2019	September 13, 2019
November	October 4, 2019	October 11, 2019
December/January 2020	November 8, 2019	November 15, 2019

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