

2020 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 28-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

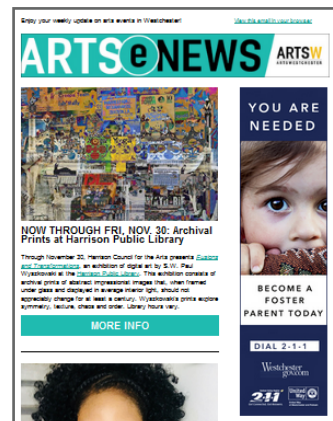
- A premium full page / full color advertisement in *ArtsNews* and a "sponsored by" message with company logo on the front cover.
 - » Inserted into the *Westchester County Business Journal*; readership 50,000.
 - » Inserted into Examiner Media newspapers (*The Examiner*, *Putnam*, *Northern Westchester* 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 2020 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 2020 Production Schedule

| ISSUE | Reservation Deadline | Content Deadline |
|-----------------------|----------------------|--------------------|
| February | January 10, 2020 | January 17, 2020 |
| March | February 7, 2020 | February 14, 2020 |
| April | March 6, 2020 | March 13, 2020 |
| May | April 10, 2020 | April 17, 2020 |
| June | May 8, 2020 | May 15, 2020 |
| July/August | June 5, 2020 | June 12, 2020 |
| September | August 7, 2020 | August 14, 2020 |
| October | September 4, 2020 | September 11, 2020 |
| November | October 9, 2020 | October 16, 2020 |
| December/January 2021 | November 6, 2020 | November 13, 2020 |

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