

# RATE SHEET

## Digital Advertisement

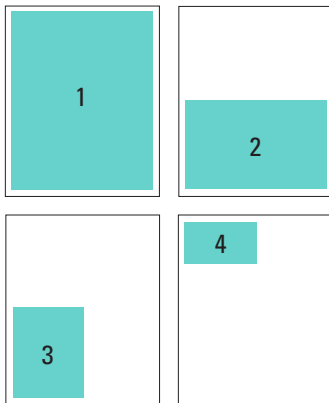
With an advertisement in ArtsNews, you can reach decision-makers in both the arts and business communities. The paper is a supplement to the *Westchester County Business Journal* and *Examiner Media* (*The Examiner, Putnam, Northern Westchester and White Plains editions*). It is also mailed directly to ArtsWestchester's premium mailing list of 2,000 local arts patrons and is distributed at drop-points throughout the County. The print edition of ArtsNews has a total readership of more than 130K. In addition, a digital version of the paper is included on our website and is sent to an additional 12,000 readers via our weekly e-newsletter.

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



### Advertisement Sizes

### Advertising Rates ArtsWestchester member organizations will get a 20% discount on these rates.



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	10.25" x 11.25"	\$1,600	\$1,520	\$1,440	\$1,260
2	Half Page	10.25" x 5.125"	\$900	\$855	\$810	\$720
3	Quarter Page	5" x 5.125"	\$500	\$475	\$450	\$400
4	Eighth Page (Business Card)	5" x 2.5"	\$200	\$180	\$180	\$180

ArtsNews Digital Advertisements should be full color with no bleed press-ready PDFs with 72dpi images

## 2020 RESERVATION DEADLINES

**FEBRUARY ISSUE** Ad Reservation Deadline: January 10  
Ad Due-Date: January 17

**MAY ISSUE** Ad Reservation Deadline: April 10  
Ad Due-Date: April 17

**MARCH ISSUE** Ad Reservation Deadline: February 7  
Ad Due-Date: February 14

**JUNE ISSUE** Ad Reservation Deadline: May 8  
Ad Due-Date: May 15

**APRIL ISSUE** Ad Reservation Deadline: March 6  
Ad Due-Date: March 13