

RATE SHEET

Digital Advertisement

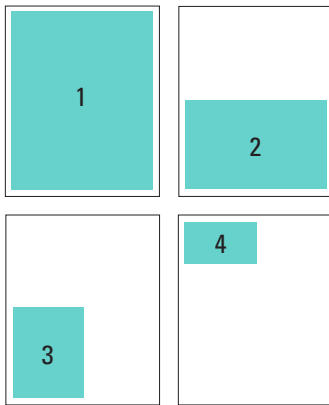
With an advertisement in *ArtsNews*, you can reach decision-makers in both the arts and business communities. The paper is a distributed as a digital insert in the **Westchester & Fairfield County Business Journals** and is also distributed via email to subscribers of the **Examiner Newspapers** (*The Examiner, Putnam, Northern Westchester and White Plains editions*) and to ArtsWestchester's premium mailing list of more than 14,000 subscribers. The new digital edition of *ArtsNews* has a total readership of more than 65K. In addition, the publication is featured in flip-book style on our website at artsw.org.



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

2021 RESERVATION DEADLINES

FEBRUARY ISSUE Ad Reservation Deadline: January 8
Ad Due-Date: January 15

MAY ISSUE Ad Reservation Deadline: April 9
Ad Due-Date: April 16

MARCH ISSUE Ad Reservation Deadline: February 5
Ad Due-Date: February 12

JUNE ISSUE Ad Reservation Deadline: May 7
Ad Due-Date: May 14

APRIL ISSUE Ad Reservation Deadline: March 5
Ad Due-Date: March 12