

# RATE SHEET

## Digital Advertisement

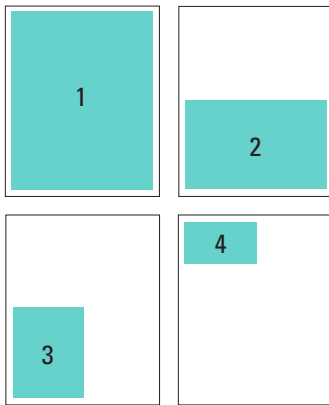
With an advertisement in *ArtsNews*, you can reach decision-makers in both the arts and business communities. The paper is a distributed as a digital insert in the **Westchester & Fairfield County Business Journals** and is also distributed via email to subscribers of the **Examiner Newspapers** (*The Examiner, Putnam, Northern Westchester and White Plains editions*) and to ArtsWestchester's premium mailing list of more than 14,000 subscribers. The 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](mailto:dscates@artswestchester.org).**

### Advertisement Sizes

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



AD #	AD SIZE	DIMENSIONS	OPEN RATE special discount	3 ISSUES additional 5% discount	6 ISSUES additional 10% discount	12 ISSUES additional 20% discount
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*

## 2022 RESERVATION DEADLINES

**FEBRUARY ISSUE** Ad Reservation Deadline: January 7  
Ad Due-Date: January 14

**MAY ISSUE** Ad Reservation Deadline: April 8  
Ad Due-Date: April 15

**MARCH ISSUE** Ad Reservation Deadline: February 4  
Ad Due-Date: February 11

**JUNE ISSUE** Ad Reservation Deadline: May 6  
Ad Due-Date: May 13

**APRIL ISSUE** Ad Reservation Deadline: March 4  
Ad Due-Date: March 11