

REACH A LARGER AUDIENCE WITH ARTSWESTCHESTER

We offer a full menu of marketing and promotional tools. **Affiliates receive a 20% discount on all ArtsWestchester advertising rates.**

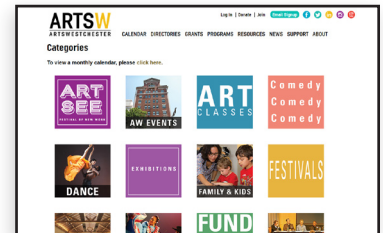
1. Submit your events for the artsw.org & ArtsNews calendars

Free with Affiliate Membership!

Submit your upcoming events and programs to artsw.org. They'll be listed on our online calendar pages where they'll reach an online audience of 100k visitors a year **and will be printed** in the *ArtsNews* calendar. (See next page for *ArtsNews* advertising opportunities). Include all relevant details and submit photos with your listing.

To be included in *ArtsNews*, events must be submitted to our website via your organization's profile by the 5th of the month prior to your event.

[Visit artsw.org/login](http://artsw.org/login) to submit your event or program.

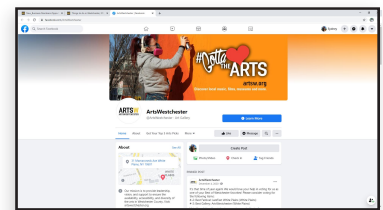


2. Send us your press releases

Free with Affiliate Membership!

Don't forget to send us the press releases for your events. Providing more details helps us to consider the event for *ArtsNews* editorial, highlights in our weekly newsletter, a spotlight on social media, the subject of a blog post, and more. Providing high-resolution images greatly increases consideration!

Email press releases to mafranklin@artswestchester.org.



3. Advertise on artsw.org

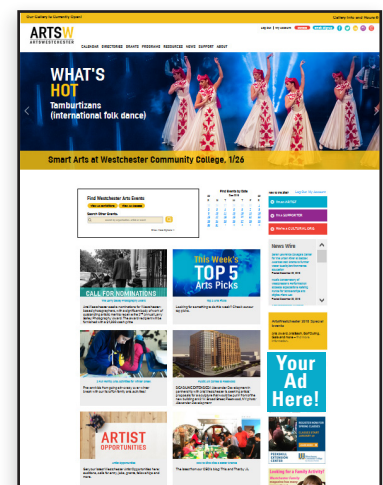
Affiliate Members Receive a 20% Discount!

Make your event or organization stand out by reserving a tile ad on our website, artsw.org. Artsw.org has over 100k visitors per year who love the arts. No designer? We also offer free creative services for your ads. Ad size is 300 x 250 pixels.

Advertising Rates for artsw.org

LOCATION	ONE MONTH	THREE MONTHS	SIX MONTHS	ONE YEAR
Homepage/Calendar page	\$200	\$380	\$1,150	\$2,300
Content page of your choice	\$150	\$280	\$850	\$1,700

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



4. Advertise in ArtsNews

Affiliate Members Receive a 20% Discount!

Reach decision-makers in both the arts and business communities. The publication is distributed as a digital insert in the **Westchester & Fairfield County Business Journals** monthly. It is also emailed directly to ArtsWestchester's premium mailing list of 14,000 subscribers as well as to the subscribers of the **Examiner Newspapers (The Examiner, Putnam, Northern Westchester and White Plains editions)**. 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.



Advertising Rates for ArtsNews

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

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

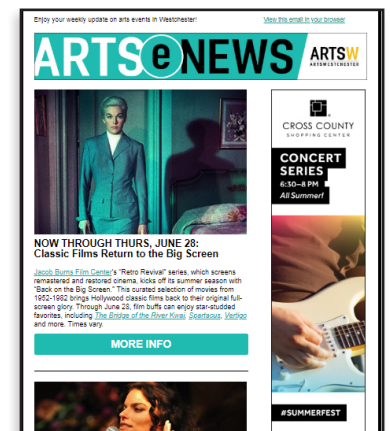
For monthly deadlines and more information visit <http://bit.ly/2j4TerX>.

5. Advertise in Arts(e)News

Affiliate Members Receive a 20% Discount!

Link to your website from your own skyscraper ad in **Arts(e)News**, ArtsWestchester's weekly e-newsletter (160x600 pixels, no animations). **Arts(e)News** is distributed to more than 14,000 cultural supporters weekly. The cost is \$100 per ad before discount. No designer? We also offer free creative services for your ads.

To place your ad in **Arts(e)News**, contact **Debbie Scates** at **914.428.4220 x315** or dscates@artswestchester.org.



6. Post an Arts Deal

Free with Affiliate Membership!

Arts Deals provide your organization with the opportunity to boost attendance at your programs or develop partnerships with local businesses by offering discounted tickets/admission/workshop fees – or – specials developed with your business partners. Think of it as a "Cultural Groupon" without the Groupon fee. All submissions are reviewed prior to publication to insure accuracy and viability. Once approved and released they are emailed to our members.

If you have any questions or need technical assistance, please contact **Eric Siegel**, esiegel@artswestchester.org or by phone **914.428.4220**.