

# 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.**

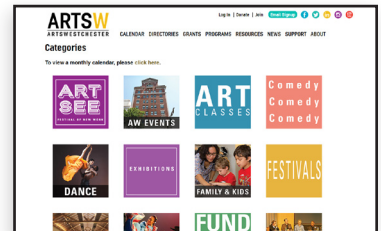
## 1. Submit your events for the artsw.org calendars

**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 186k visitors a year. Include all relevant details and submit photos with your listing.

**To be considered in Arts(e)News and social media posts, 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](https://artsw.org/login) to submit your event or program.**

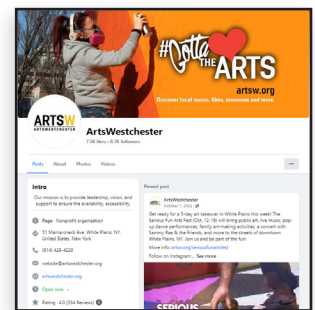


## 2. Send us your press releases

**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 photographs or short related videos greatly increases consideration!

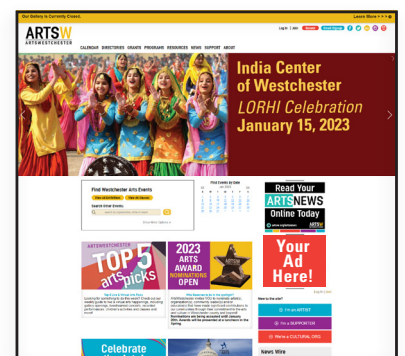
**Email press releases to [mafranklin@artswestchester.org](mailto:mafranklin@artswestchester.org).**



## 3. Advertise on artsw.org

**Affiliate Members Receive a 20% Discount!**

Make your event or organization stand out by reserving a tile ad on the artsw.org homepage or the updated ArtsNews landing page, artsw.org/artsnews. Artsw.org has over 186K visitors per year who love the arts. No designer? We also offer free creative services for your ads.



### Advertising Rates for artsw.org

LOCATION	DIMENSIONS	ONE MONTH	THREE MONTHS	SIX MONTHS	ONE YEAR
Featured Calendar Event		\$100	\$180	\$250	\$900
Homepage/ArtsNews page	300 x 300 px	\$200	\$380	\$1,150	\$2,300
ArtsNews Page	300 x 600 px	\$350	\$730	\$2,300	\$4,650

To place your ad on artsw.org, contact **Debbie Scates** at **914.428.4220 x315** or **[dscates@artswestchester.org](mailto:dscates@artswestchester.org)**.

## 4. Sponsor a month in ArtsNews

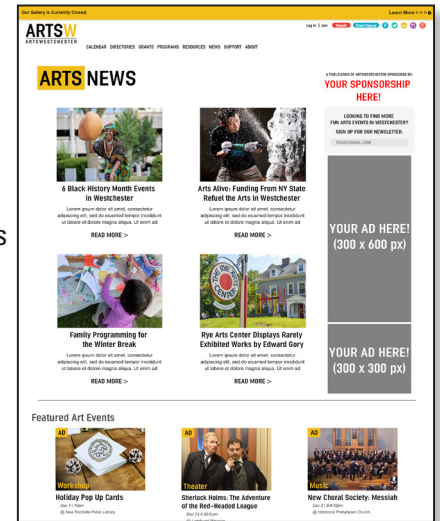
**Affiliate Members Receive a 20% Discount!**

Reach decision-makers in both the arts and business communities. The latest ArtsNews is promoted in partnership with the Westchester County Business Journal and Examiner Media (The Examiner, Putnam, Northern Westchester and White Plains editions).

**Sponsor Benefits: Logo sponsor credit and 300x600 digital ad for one full month. Monthly sponsorship: \$1000.**

To place your ad, contact Debbie Scates at 914.428.4220 x315 or [dscates@artswestchester.org](mailto:dscates@artswestchester.org).

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



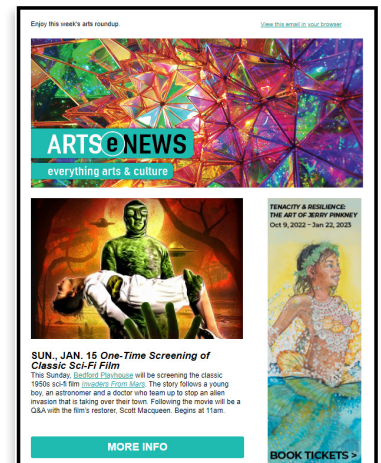
## 5. Advertise in Arts(e)News

**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 14,900 cultural supporters weekly. The cost is \$100 per ad before discount. No designer? We also offer free creative services for your ads.

**\*Affiliates also receive 2 free ads per year.**

To schedule, contact Dan Wood at [dwood@artswestchester.org](mailto:dwood@artswestchester.org).



## 6. Social Media Video Promotion

**Free with Affiliate Membership!**

Upload high-resolution photos and short videos for promotional consideration to a new shared Google Drive. ArtsWestchester will consider utilizing these on its social media accounts. Be sure to start the file name with your organization name, and then save it in the appropriate month(s) folder.

[bit.ly/AWsubmit](http://bit.ly/AWsubmit) | If you have any questions or need technical assistance, please contact Eric Siegel, [esiegel@artswestchester.org](mailto:esiegel@artswestchester.org) or by phone 914.428.4220.

## 7. 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](mailto:esiegel@artswestchester.org) or by phone 914.428.4220.