



AMERICANS FOR THE ARTS 2011 MEDIA KIT



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EXHIBITING ADVERTISING & SPONSORSHIP Opportunities with Americans for the Arts

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America and is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. From offices in Washington, DC, and New York City, Americans for the Arts serves more than 150,000 organizational and individual members and stakeholders.

Our core constituent group represents organizations and their staff, artists, community leaders, arts professionals, and business leaders from across the country. Americans for the Arts hosts a number of events, and offers print communications, e-communications, and website offerings, to serve each of these constituencies with professional development opportunities and the most up-to-date information on what's happening in the arts.

In this media kit, you will find a number of affordable exhibiting, advertising, and sponsorship opportunities to reach these decisionmakers, leaders, and stakeholders in the arts. Whether it be advertising in our quarterly newsletter, *Arts Link*, exhibiting at our Annual Convention or the National Arts Marketing Project Conference, or sponsoring our blog, *ARTSblog*, we will find the right fit to maximize the exposure of your organization and its products and services.

For more information on exhibiting, advertising, or sponsorship opportunities with Americans for the Arts, please contact us at:

Americans for the Arts
1000 Vermont Avenue, NW 6th Floor
Washington, DC 20005
Telephone: 202.371.2830 Fax: 202.371.0424
exhibits@artsusa.org
www.AmericansForTheArts.org

Don't see an opportunity that suits your organization's goals? Contact us and we'll work with you to find a solution to your advertising needs.





NationalArts MarketingProject Conference2011



Each year, the **National Arts Marketing Project (NAMP) Conference** brings together arts marketers from across North America and the globe to discuss the latest issues in earned income, audience development, social media, and technology. This November 12–15 in Louisville, KY, more than 600 attendees will be searching for ways to win new audiences and maintain winning relationships with customers and donors alike. This year’s NAMP Conference is all about *Winning Audiences* and your organization can offer the tools to help them hit home runs!

EXHIBITING: \$1,300

Table Top Exhibit benefits include:

- One complimentary convention registration and option to purchase up to three additional registrations at a discounted rate of \$175
- One 6’ skirted table top with two chairs and one complimentary identification sign and electrical outlet
- Access to complimentary Wi Fi in CenterStage
- 50-word company listing in the onsite program guide
- Listing on the convention website, including a 50-word description, logo, and web link
- Placement in at least one convention promotional e-blast (if the application deadline is met) that can reach upwards of 40,000 stakeholders
- Final attendee list in Excel format with names and mailing addresses

Download the Complete Exhibiting, Advertising, and Sponsorship Prospectus for the 2011 NAMP Conference
<http://artsmarketing.org/sites/default/files/documents/conference/NAMP-prospectus.pdf>

Deadline to submit contract for exhibiting: Friday, August 26, 2011.

ADVERTISING: \$550–\$1,900



The 2011 NAMP Conference On Site Program

The onsite program goes to all participants and is used as a resource throughout the year. We have maintained ad rates this year to help you combat the effects of slashed travel budgets. Your print ad can generate awareness and revenue among creative leaders from the arts and creative business communities.

Half page ad: \$550

Full page ad: \$900

Inside Front Cover: \$1,400

Inside Back Cover: \$1,400

Back Cover: \$1,900

Deadline to submit contract for advertising: Friday, July 29, 2011.

Deadline to submit artwork: Friday, August 12, 2011.

For exhibiting and advertising contracts, as well as ad specifications and submission guidelines please visit <http://artsmarketing.org/conference/action/sponsor-exhibit-advertise> or contact us at exhibits@artsusa.org.

Past Exhibitors include:

- Artsmarketing Services Inc.
- AudienceWorks
- Blackbaud
- Bookwear
- Choice Ticketing Systems
- Cinevative
- DonorSearch
- eTapestry

Past Advertisers include:

- American University: Arts Management Program
- ArtsMarket, Inc.
- CRA/LA
- Savannah College of Art and Design
- Cinevative
- TheaterMania



AMERICANS for the ARTS ANNUAL CONVENTION



The **Americans for the Arts Annual Convention** offers a unique chance to join the most extensive gathering of arts leaders and professionals from across the arts field. This is the only national arts meeting that assembles leaders from multiple disciplines with a wide range of experience and with different perspectives for advancing the arts in America. It also offers you the chance to reach up to 1,200 decisionmakers and stakeholders at organizations from across the country who could be using your products and services.

The **2012 Americans for the Arts Annual Convention** will be held in San Antonio, TX, from June 8–10. We're inviting attendees and speakers that will include local, state, regional, and national arts leaders and the partners and constituents that make their work possible, including but not limited to: artists, elected officials, foundation and corporate representatives, volunteers, patrons, activists, journalists, educators, economic developers, and urban planners. What better way to reach such a diverse and well-connected group than to exhibit and advertise at the convention!

At the 2009 Annual Convention, more than 25% of all attendees said they planned to follow up with exhibitors about their products and services following the convention.

Pricing guidelines for exhibiting and advertising can be found below, but stay tuned for a complete exhibiting, advertising, and sponsorship prospectus in early 2012.

EXHIBITING: \$1,700

Table Top Exhibit benefits include:

- One complimentary convention registration and option to purchase up to three additional registrations at a discounted rate of \$175
- One 6' skirted table top with two chairs and one complimentary identification sign and electrical outlet
- Access to complimentary Wi Fi in CenterStage
- 50-word company listing in the onsite program guide
- Listing on the convention website, including a 50-word description, logo, and web link
- Placement in at least one convention promotional e-blast (if the application deadline is met) that can reach upwards of 40,000 stakeholders
- Final attendee list in Excel format with names and mailing addresses
- A web advertisement on the main convention website

"Being that this year was the first for us in regard to exhibiting, I must say it was a really great conference."
-University of Denver, 2011 Convention Exhibitor

"Thank you for putting together such a great conference! You had a great team and it all seemed to go so smooth."
-University of San Diego, 2011 Convention Exhibitor

ADVERTISING: \$975–\$2,400

Advertisements are printed in the onsite program, which serves as a guide for attendees and a resource throughout the year. Check out the 2011 Onsite Program at <http://bit.ly/nkTbEZ>.

Half page ad: \$975 Full page ad: \$1,550
Inside Front or Back Cover: \$2,200 Back Cover: \$2,400

For complete advertising specifications and exhibiting and advertising contracts for the 2012 Annual Convention, please contact us at exhibits@artsusa.org.

Past Exhibitors include:

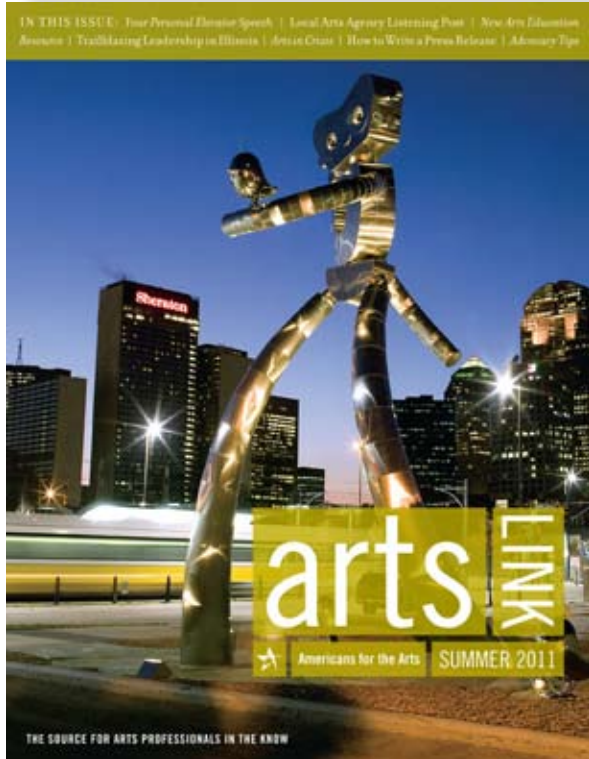
Artsopolis
Demiurge Design
Heavy Industries
Mosaika Art & Design
JunoWorks
Savannah College of Art and Design (SCAD)
WESTAF

Past Advertisers include:

AmericanStyle Magazine
Claremont Graduate University
Franz Mayer of Munich
The John F. Kennedy Center for the Performing Arts
Public Art Dialogue
University of Oregon
The Wallace Foundation

AMERICANS FOR THE ARTS PUBLICATIONS

Delivered quarterly to the professional membership of Americans for the Arts, *Arts Link's* mission is to help our members meet their professional goals and do their jobs better by bringing them the latest trends, resources, tools, and ideas in the field of local arts agencies and arts professionals. *Arts Link* offers you the opportunity to reach out to a diverse audience that's looking for the latest tools and products to better serve their needs.



ad space based on availability

CIRCULATION

Arts Link has a circulation of 3,000 electronic and 650 mailed copies.

DEADLINES

Spring Issue

Ad Contract Deadline: January 20, 2012
Content Deadline: February 2, 2012
Issue Delivers: end of March

Summer Issue

Ad Contract Deadline: Friday, April 9, 2012
Content Deadline: Friday, April 30, 2012
Issue Delivers: end of June 2012

Fall Issue

Ad Contract Deadline: Wednesday, July 14, 2011
Content Deadline: Friday, August 6, 2011
Issue Delivers: end of September 2011

Winter Issue

Ad Contract Deadline: Wednesday, September 15, 2011
Content Deadline: Friday, October 8, 2011
Issue Delivers: mid-December 2011

Deadlines subject to change

AD SUBMISSIONS

Once you have filled out the advertising contract, you can submit your ad in one of three ways:

E-mail: exhibits@artsusa.org

FTP (files over 5mb): www.box.net • Login: publicupload • Password: afta4you

Mail files on CD or DVD to: Americans for the Arts, 1000 Vermont Avenue NW, 6th floor, Washington, DC 20005

To reserve space in *Arts Link* please fill out the Advertising Contract on the page 11. For more information, questions concerning advertising in *Arts Link*, or to request a copy of the publication, please contact us at exhibits@artsusa.org

WEB SPONSORSHIP OPPORTUNITIES

Americans for the Arts offers a number of additional opportunities for you to reach new customers on the web. And with the purchase of an exhibit table or advertisement at the Americans for the Arts Annual Convention or the National Arts Marketing Project Conference, you'll receive a discount on an affordable online sponsorship.

ARTSblog

The Americans for the Arts blog, ARTSblog (<http://blog.artsusa.org>), offers a great opportunity to reach a diverse audience that includes arts management professionals, artists, business leaders, arts advocates, and arts educators. The blog averages 15,000 page views per month and boasts an active core group of bloggers and readers. The blog regularly hosts week-long events on a variety of topics entitled Blog Salons. These salons occur throughout the year and typically feature 20+ national leaders discussing topics such as arts education, the public sector, and arts marketing and garner upwards of 6,000 page views in a week. For a complete schedule of blog salons, please see the list below.



2011 BLOG SALONS
Emerging Leaders July 25-29
Arts Education September 12-16
Arts Marketing October 3-7
Private Sector October 10-14
Animating Democracy November 7-11

Sponsorship Opportunity*	Price	With Exhibit Table or Ad Purchase
Official Sponsor of Arts Marketing Blog Salon (1 month) (includes exclusive ad space on blog main page, all individual posts that week, and official sponsor language in all Americans for the Arts communications about the blog salon)	\$1,000	\$750 (1 month)
Blog advertisement (banner ad on home page 725 x 90 px)	\$500	\$375 (1 month)
Blog advertisement (sidebar ad on home page 300 x 250 px)	\$250	\$200 (1 month)

*All sponsorship opportunities subject to change based on availability.

For more information and to pursue web sponsorship opportunities on ARTSblog please contact exhibits@artsusa.org.

ArtsMarketing.org

ArtsMarketing.org is the official website of the National Arts Marketing Project (NAMP) and host site for the NAMP Conference. [ArtsMarketing.org](http://artsmarketing.org) (<http://artsmarketing.org>) is a comprehensive portal that offers free access to specialized information resources, the latest research, current news in the field, online dialogues, and disseminates the latest best practices in arts marketing, audience development, and fundraising to an international audience. With 7,500 visits and 22,000 page views every month, it's an excellent opportunity to reach your core constituents with the products and services they are seeking.



Sponsorship Opportunity	1 month	2 months 10% discount	3 months 20% discount	6 months 40% discount	12 months 50% discount
Home Page Small 50px H x 160px W	\$200	\$360	\$480	\$720	\$1,200
Home Page Large 100px H x 160px W	\$400	\$720	\$960	\$1,440	\$2,400
Conference Home Page Small 50px H x 160px W	\$150	\$270	\$360	\$540	\$900
Conference Home Page Large 100px H x 160px W	\$300	\$540	\$720	\$1,080	\$1,800
E-Newsletter (bimonthly) 169px x 79px (circulation: 30,000)	\$350	\$630	\$840	\$1,260	\$2,100

WEB

For more information and to pursue sponsorship opportunities with ArtsMarketing.org please visit www.ArtsMarketing.org/web-sponsorships.

AMERICANS FOR THE ARTS JOB BANK

Looking to fill an important role at your organization? Americans for the Arts Job Bank is the premier electronic recruitment resource for the arts industry. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs. Target your recruiting and reach qualified candidates quickly and easily. Simply complete our online [Registration Form](http://jobbank.artsusa.org/rates.cfm) (<http://jobbank.artsusa.org/rates.cfm>) and start posting jobs today! Remember, Americans for the Arts members receive a significant discount on Job Posting Packages with Job Bank.

Job Posting Package	Member Price	Non Member Price
Single 30-Day Internship Job Posting (Includes resume database search access)	FREE	\$25.00
Single 30-Day Online Job Posting (Includes resume database search access)	\$90	\$150
Single 30-Day Online Job Posting (Includes resume database search access)	\$140	\$200
Three 30-Day Online Job Posting Packages *Save 10% off individual price! Includes resume database search access 365 days from date of purchase! Each job runs online for 30 days. All jobs must be posted within one year of package purchase.	\$240	\$405
Three 60-Day Online Job Posting Packages *Save 10% off individual price! Includes resume database search access 365 days from date of purchase! Each job runs online for 60 days. All jobs must be posted within one year of package purchase.	\$375	\$540
Five 30-Day Online Job Posting Packages *Save 15% off individual price! Includes resume database search access 365 days from date of purchase! Each job runs online for 30 days. All jobs must be posted within one year of package purchase.	\$380	\$635
Five 60-Day Online Job Posting Packages *Save 15% off individual price! Includes resume database search access 365 days from date of purchase! Each job runs online for 60 days. All jobs must be posted within one year of package purchase.	\$595	\$850
Featured Job Add-On Package *Appears on the job seekers home page for 30 days. *Flagged on the results page giving you a better opportunity to get your job seen. *NEW! All Featured Jobs are now tweeted too! Follow @Americans4Arts on Twitter. *NEW! Select Featured Jobs will be listed in the members-only e-newsletter, <i>Monthly Wire</i> .	\$50	\$75
Recruitment Concierge When you purchase this package you will receive personalized service from our Recruitment Concierge. Within 24 hours they will contact you for more information regarding your hiring needs. This premium service includes: *Featured job upgrade *Re-write your Employer Profile *Re-write your Job Posting to attract more candidates *Pre-screen your candidates with qualifications that you determine.	\$1,300	\$1,300

For information or to purchase a Job Posting Package on Americans for the Arts Job Bank, please visit <http://jobbank.artsusa.org> or call Customer Service at 1.888.491.8833 x1591.

AMERICANS FOR THE ARTS E-COMMUNICATIONS

Advertise in Americans for the Arts Monthly Newsletter *Monthly Wire*, our monthly e-newsletter, brings members the latest information on national arts news, including advocacy, funding opportunities, events, and resources.

Circulation: 5,000

Ad Specifications
165 pixels x 150 pixels

Ad Pricing
\$100 per ad, per month



Advertise in Arts Watch

Arts Watch is a free, bi-weekly cultural policy publication of Americans for the Arts. *Arts Watch* covers news in a variety of categories related to cultural policy.

Circulation: 8,500

Ad Specifications
165 pixels x 150 pixels

Ad Pricing
\$200 per ad per month (two placements)

For more information and to pursue e-communication advertising opportunities with Americans for the Arts please contact exhibits@artsusa.org.



E-COMMUNICATIONS

SPONSORSHIP OPPORTUNITIES WITH AMERICANS FOR THE ARTS

Americans for the Arts has had significant long-term support from a diverse base of corporations, foundations, individuals, and other organizations who wish to align themselves with the creative sector and create lasting arts alliances in their communities. In recognition of their generosity, these partners receive a rich array of benefits and national recognition opportunities. From the lanyards or hotel keycards at our Annual Convention, to a VIP reception or professional development workshop, we can offer the right sponsorship package to fit your needs.

Americans for the Arts welcomes the donation of the following products and services:

- Printing services for promotions, program materials, and copying
- Event signage for convention hotel and ArtVenture tours
- Supplementary or discounted accommodations for scholarship recipients
- Air and ground transportation for speakers/and or participants
- Registration materials: badges, lanyards, tote bags
- Bottled water, soda and snacks for ArtVenture tours
- Computers, video, and audio equipment for events and program sessions
- Thank you gifts for speakers, session partners and volunteers



SPONSORSHIP EXAMPLES

US Bank sponsored *The Forum: Our Voices, Our Future*, a program of the 2011 Americans for the Arts Annual Convention. This session allowed attendees to discuss the issues of the arts sector in an open, "town hall" style format.

The Legler Benbough Foundation of San Diego sponsored the widely-popular *ARTventure tours* at the 2011 Americans for the Arts Annual Convention. Support of these tours allowed participants to see the creative community at work in the city.

Adobe Systems Incorporated partnered with Applied Materials, Inc. to underwrite the *Keynote Presentation* at the 2010 National Arts Marketing Project Conference. The Keynote Presentation with best-selling author Chip Heath ranked among the conference's many highlights.



Discover more ways in which you can partner with Americans for the Arts to enrich the cultural life of your community.

For more information and to pursue sponsorship opportunities visit www.AmericansForTheArts.org/get_involved/donate/corporate/default.asp or contact our development team at 202.371.2830.

APPLICATION FOR ADVERTISING SPACE IN ARTS LINK

Complete this form and fax, attention Exhibits, to 202.371.0424 or mail to
Americans for the Arts, attention Exhibits, 1000 Vermont Ave NW, 6th Floor, Washington, DC, 20005.

**Ad contract, artwork deadlines, ad specifications, and submission guidelines
are listed on page 5 of this Media Kit.**

Company Name: _____

Mailing Address: _____

Telephone/Fax: _____ Web: _____

Please provide the contact information of the person(s) coordinating the logistics for this advertisement.

Contact Name: _____ Telephone/Fax: _____

E-mail: _____

Back Cover: \$675.00

Fall 2011 Issue

Winter 2011 Issue

Spring 2012 Issue

Summer 2012 Issue

Circle Issue(s) in Which You Wish to Purchase Ad Space

Check Enclosed -OR- Credit Card (circle one): American Express Visa MasterCard

Card Number: _____ Exp. Date: _____

Name on Card: _____

Billing address: _____

Signature: _____ Date: _____

We hereby make application for advertising Americans for the Arts quarterly publication **Arts Link**. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following pages.

Name

Title

Date



TERMS AND CONDITIONS FOR ADVERTISING SPACE WITH AMERICANS FOR THE ARTS

Americans for the Arts publications are created on behalf and for the benefit of our membership. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or goals.

SUBMITTING FILES:

Ad contract deadlines and ad specifications: See each event's respective Exhibiting, Advertising and Sponsorship Prospectus. For *Arts Link*, see the deadlines and specifications listed in this Media Kit on page 5. For web ads and e-communications, please contact us at exhibits@artsusa.org.

CONFIRMATION: Orders must be confirmed in writing by deadlines. Verbal or electronic mail order, without contracts, are not acceptable.

CHANGES TO CONTENT: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any advertiser-submitted ad. Ads must be re-submitted if advertisers wish to have ad altered in any manner.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadlines. Cancellations must be received in writing prior to deadlines. Any advertiser cancelling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

PLACEMENT: Publisher reserves the right to determine ad placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

PAYMENT: Payment must be received by the deadlines.

DISCOUNTS: Agency discounts are not applicable.

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www.AmericansForTheArts.org

