

AMERICANS FOR THE ARTS

2012 MEDIA KIT



4 EVENTS

Americans for the Arts Annual Convention

Pricing: Exhibiting: \$1,700; Advertising: \$975 – \$2,400; Sponsorship: Up to \$25,000

National Arts Marketing Project Conference

Pricing: Exhibiting: \$1,300; Advertising: \$550 – \$1,900; Sponsorship: Up to \$25,000

6 WEB

ARTSblog

Pricing: \$200 – \$1,200

ArtsMarketing.org

Pricing: \$150 – \$2,400

7 PRINT & EMAIL

Arts Link - Quarterly Newsletter

Pricing: \$1200 – 1,500

Monthly Wire

Pricing: \$150

Arts Watch

Pricing: \$250 – \$350

9 ADDITIONAL SPONSORSHIP & ADVERTISING

Webinars

Pricing: \$750 – \$10,000

E-Books

Pricing: \$6,000 – \$20,000

Job Bank

Pricing: FREE (with membership) – \$1,300

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 annual 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 America.

In this media kit, you will find affordable exhibiting, advertising, and sponsorship opportunities to reach decision makers, leaders, and stakeholders in the arts and in communities across the country. Whether you choose advertising in our quarterly newsletter, *Arts Link*, exhibiting at the Annual Convention or the National Arts Marketing Project Conference, or sponsorship of 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 exhibits@artsusa.org or call Luke Woods at 202.371.2830.



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Washington, DC 20005
Telephone: 202.371.2830 Fax: 202.371.0424
exhibits@artsusa.org
www.AmericansForTheArts.org

EVENTS

The Americans for the Arts **2012 Annual Convention** will be held June 8 – 10, at the Grand Hyatt Hotel in San Antonio, TX and will offer a unique chance to engage with the most extensive gathering of leaders from across the arts field. It will provide exhibitors a face-to-face opportunity to connect with artists, elected officials, foundation and corporate representatives, patrons, activists, journalists, educators, and urban planners. **Book an exhibit before March 30th and receive a \$100 early-bird discount!**

Exhibiting, advertising, or sponsoring at Annual Convention offers you the chance to reach over 1,000 decision makers and stakeholders from organizations across the country. For increased visibility, we are offering exhibitors a **10% discount** on advertising. What better way to reach such a diverse and well-connected group than to exhibit, advertise and sponsor the Convention!

EXHIBITING : \$1,700

Meet with attendees face-to-face and introduce them to your organization. Numerous networking breaks are built into the Convention program in an effort to highlight the exhibits and maximize their visibility to attendees. *(Deadline – early 3/30, final 4/20)*

Table Top Exhibit benefits include:

- One 6’ skirted table top, two chairs and electric outlet
- 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 that can reach upwards of 40,000 stakeholders
- Final attendee list with names and mailing addresses
- One complimentary convention registration and option to purchase up to three additional registrations at a discounted rate of \$175



The 2012 Annual Convention exhibiting, advertising, and sponsorship prospectus will be available for download February 10th.

ADVERTISING : \$975–\$2,400

Advertisements of varying sizes are available in the 2012 Annual Convention onsite program. This printed program serves as a guide for attendees and a resource throughout the year. *(Deadline – contract 3/12, art 4/2)*

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

Surveys showed that 95% of attendees used the printed program.

Half Page
7.75" x 4.75"

Full Page
7.75" x 10.75"

SPONSORSHIP : Up to \$25,000

Sponsorship opportunities are designed to offer a wide range of methods that fit any budget while creating brand recognition and putting your company’s name in attendees’ hands. Increase your presence at the event by sponsoring one or more of these available products and services:

- Lanyards, badges and promotional materials: \$2,000
- Onsite Wi-Fi for all attendees: \$9,500
- Online streaming of Keynote/Plenary speeches: \$3,000
- Computer equipment for Cyber Café: \$1,200
- Convention sessions and events: \$5,000-\$25,000
- Ask about other customizable sponsorships designed to fit your budget and visibility needs!

EVENTS

Each year, the **National Arts Marketing Project (NAMP) Conference** brings together arts marketers from across the country to discuss the latest issues in marketing, earned income, audience development and social media. The 2012 Conference will be held November 9 – 12 in Charlotte, NC, where more than 600 attendees will be searching for ways to win new audiences and maintain winning relationships with customers and donors alike.

The theme of this year’s NAMP Conference is *Getting Down to Business* – a focus on marketing strategies and engagement tools that can help organizations develop better return-on-investment practices and goals. Take this opportunity to prominently feature your business to the arts marketing community and engage in valuable idea sharing with an energetic and savvy group of attendees.

EXHIBITING : \$1,300

Meet with attendees face-to-face and introduce them to your organization. Numerous networking breaks are built into the Conference program in an effort to highlight the exhibits and maximize their visibility to attendees. (*Deadline – early 9/3, final 9/24*)

Table Top Exhibit benefits include:

- One 6’ skirted table top, two chairs and electric outlet
- 50-word company listing in the onsite program guide
- Listing on the conference website, including a 50-word description, logo, and web link
- Placement in at least one convention promotional e-blast that can reach upwards of 40,000 stakeholders
- Final attendee list with names and mailing addresses
- One complimentary convention registration and option to purchase up to three additional registrations at a discounted rate of \$175



The 2012 NAMP Conference exhibiting, advertising, and sponsorship prospectus will be available for download May 7th.

ADVERTISING : \$550–\$1,900

Advertisements of varying sizes are available in the 2012 NAMP Conference onsite program. This printed program serves as a guide for attendees and a resource throughout the year. (*Deadline – contract 8/6, art 8/27*)

- Half page ad: \$550
- Full page ad: \$900
- Inside Front or Back Cover: \$1,400
- Back Cover: \$1,900



SPONSORSHIP : Up to \$25,000

Sponsorship opportunities are designed to offer a wide range of methods that fit any budget while creating brand recognition and putting your company’s name in attendees’ hands. Increase your presence at the event by sponsoring one or more of these available products and services.

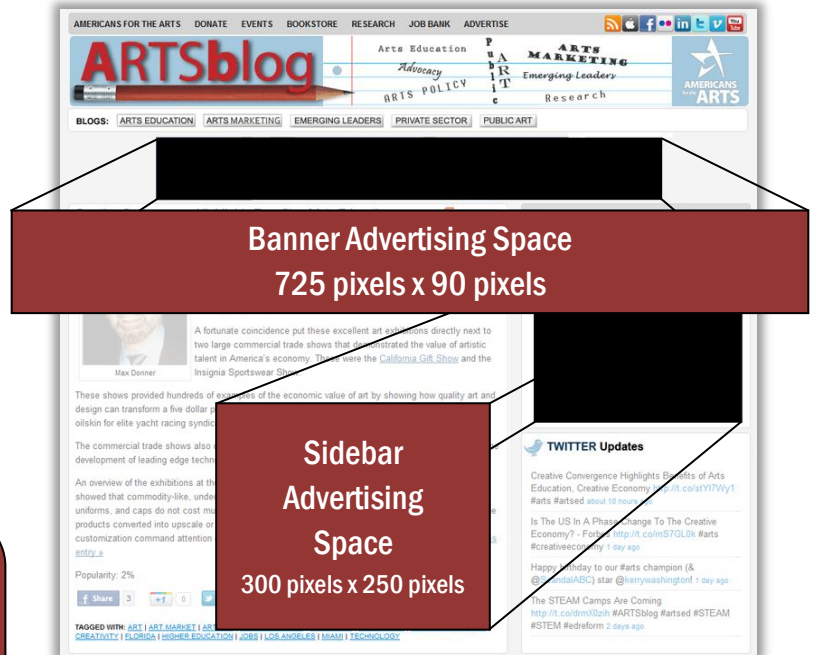
- Lanyards, badges and promotional materials: \$2,000
- Onsite Wi-Fi for all attendees: \$5,200
- Online streaming of Keynote/Plenary speeches: \$2,000
- Computer equipment for Cyber Café: \$1,200
- Conference sessions and events: \$5,000-\$25,000
- Ask about other customizable sponsorships designed to fit your budget and visibility needs!

ARTSblog

The Americans for the Arts blog offers an exclusive way to reach a diverse audience that includes arts management professionals, artists, business leaders, arts advocates, and arts educators. ARTSblog averages 18,000 page views per month and boasts an active core group of bloggers and readers. The blog regularly hosts week-long blog salon discussions on a variety of topics throughout the year including arts education, the public sector, and arts marketing. Blog salons typically feature 20 bloggers leading discussions that garner upwards of 7,000 page views in a week. To view the blog, click here <http://blog.artsusa.org>. For a complete schedule of blog salons, please refer to the following:

2012 Blog Salon Schedule:

March 12-16	Arts Education #1
April 2-6	Emerging Leaders [†]
April 30-May 4	Animating Democracy #1
May 14-18	Public Art [†]
July 9-13	Local Arts Agencies
September 10-14	Arts Education #2
October 1-5	Arts Marketing [†]
October 29-November 2	Private Sector
December 3-7	Animating Democracy #2



[†] Premier Blog Salons are associated with the Annual Convention or NAMP Conference and are considered an event sponsorship.

Sponsorship Opportunity	Price (per month)	With Exhibit Table or Ad Purchase (per month)
Sidebar Advertisement	\$250	\$200
Banner Advertisement	\$500	\$375
Official Sponsor of a Blog Salon Includes: - Exclusive banner and sidebar on blog main page - Official sponsor language in communications about the blog salon	\$1,000	\$750
Official Sponsor of a Premier Blog Salon [†] Includes: - Exclusive banner and sidebar on blog main page - Official sponsor language in communications about the blog salon	\$1,200 [†]	\$1,000 [†]

*All sponsorship opportunities subject to change based on availability.

ArtsMarketing.org

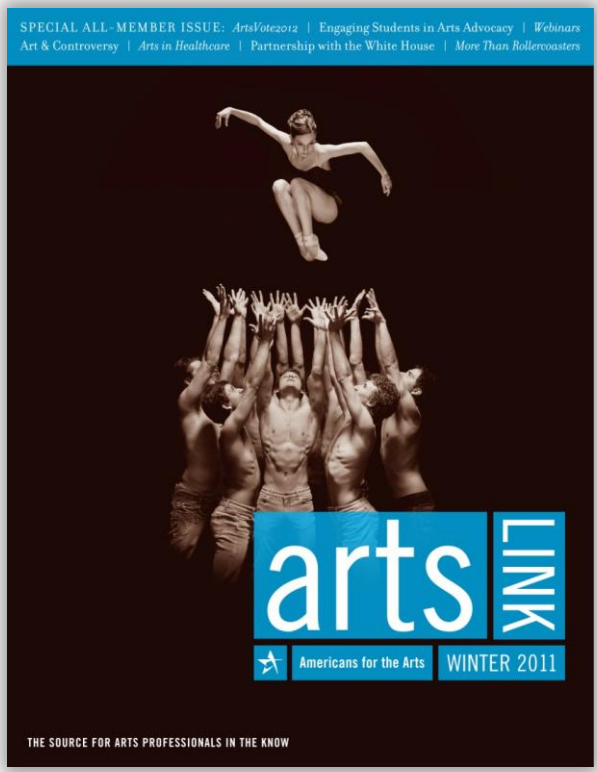
ArtsMarketing.org is the official website of the National Arts Marketing Project (NAMP) and host site for the NAMP Conference. ArtsMarketing.org is a comprehensive portal that offers free access to specialized information resources, the latest research, current news in the field, online dialogues, and 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. Prices range from \$150 - \$2,400. To find out more, go to <http://artsmarketing.org>.



PRINT & EMAIL

Arts Link

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



**Based on availability*

CIRCULATION

Arts Link has a circulation of 5,000 electronic and 4,000 mailed copies.

DEADLINES

Spring Issue

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

Summer Issue

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

Fall Issue

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

Winter Issue

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

**Deadlines subject to change*

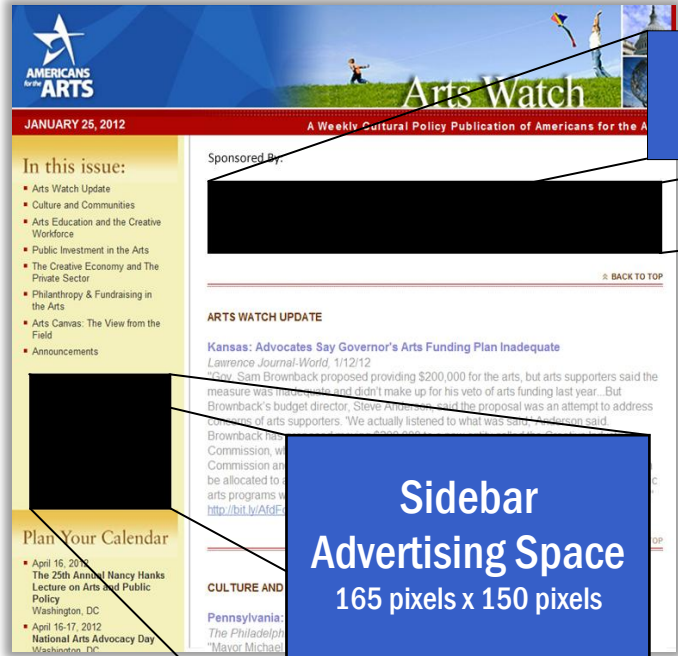
PRINT & EMAIL

Monthly Wire

Americans for the Arts monthly member e-newsletter, *Monthly Wire*, brings 5,000+ subscribers the latest information on national arts news, advocacy, funding opportunities, events, and resources. As an exclusive means of communication, this is an important way to highlight industry happenings that impact our community of members. Advertising in this e-newsletter places an equally high level of focus on your company.



Sidebar Advertising Space
 165 pixels x 150 pixels
\$150 per month



Banner Advertising Space
\$350 per month

Sidebar Advertising Space
 165 pixels x 150 pixels
\$250 per month

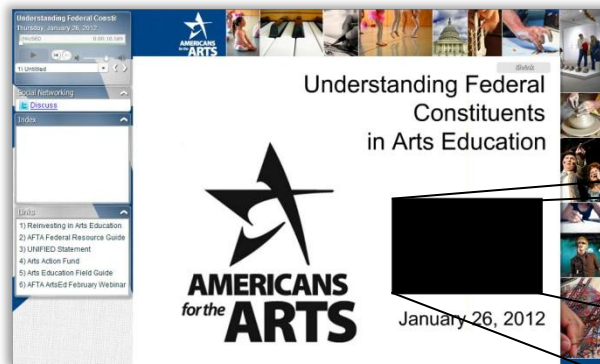
Arts Watch

Arts Watch is bi-weekly e-news publication of Americans for the Arts. Covering news in a variety of categories related to cultural policy. With a reach of over 10,000 recipients, this free e-newsletter serves as an ideal way to advertise your company to decision makers, industry professionals, and those who are concerned with the policy activities on Capitol Hill and around the country.

ADDITIONAL ADVERTISING & SPONSORSHIP

Webinars

Americans for the Arts is pleased to be able to provide high quality online professional development at no cost to professional in the arts industry. Presented by field experts, Americans for the Arts webinars allow member and non-member participants to host an online event for a group in their community, bring their staff together for professional development, or learn directly from a desk. This sponsorship opportunity gives your company recognition by displaying your company name and logo on the website landing page and the title slide of a webinar. To access the webinars home page, go to <http://eo2.commpartners.com/users/afta/index.php>.



Single Webinar: \$750

Webinar Series: \$10,000

**Company
Logo Here**

E-Books

Americans for the Arts' newest publications are pushing the envelope for arts marketers across the country. E-Books are a quick, easy-to-use tool for arts marketers to receive the most relevant information about the industry and our most successful has garnered as many as 25,000 unique visitors in just 6 weeks! Sponsor an E-Book or E-Book series and ensure that every reader receives access to this tool, free of charge. Your company or organization's logo will be prominently displayed on the E-Book landing page and published within your sponsored E-book. Take a look at the E-Books here <http://artsmarketing.org/resources/ebooks!>

Infographic E-Book: \$6,000

Tweet Book: \$7,500

Quarterly E-Books Series: \$20,000



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>) and start posting jobs today! Remember, Americans for the Arts members receive a significant discount on Job Posting Packages with Job Bank.