Americans for the Arts’ mission is to advance and lead the network of organizations and individuals who cultivate and support the arts in America. We work with you and others to ensure that every American has access to the transformative power of the arts.

In this prospectus, you will find opportunities to target decision makers and leaders in the arts and communities across the country. For each of our audiences, Americans for the Arts hosts three major annual events, and produces web, print, email, and digital resources, offering a variety of ways to gain visibility and exposure for your organization, products, or services.

Refer to the table of contents below to pick your target audience, visibility opportunities, and find pricing and availability. For more information, contact us at sponsor@artsusa.org or call 202.371.2830.

3 Audiences

6 Visibility Opportunities

10 Packages and Prices

We can’t wait to work with you!

Contact us at:
sponsor@artsusa.org
or
202.371.2830
Our Audiences: By the Numbers

Americans for the Arts offers you access to targeted audiences of arts professionals and arts advocates, including Arts Marketers, Public Art Leaders, Emerging Leaders and Students, Arts Educators, and NonProfit Arts and Community Leaders.

Virtual Training

16,000+
Average annual attendees

<table>
<thead>
<tr>
<th>Website</th>
<th>ARTSblog</th>
<th>Social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>880,000+ Annual Americans for the Arts website visitors</td>
<td>210,000+ Annual ArtsBlog readers</td>
<td>71,000+ Facebook followers</td>
</tr>
<tr>
<td>2,400+ Daily Americans for the Arts website visitors</td>
<td>550+ Daily ArtsBlog readers</td>
<td>67,400+ Twitter followers</td>
</tr>
<tr>
<td>7 min. 59 seconds Avg. time spent on COVID-19 Response Center webpage, the most used page on Americans for the Arts’ website</td>
<td></td>
<td>31,000+ LinkedIn followers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19,700+ Instagram followers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Job Bank</td>
</tr>
<tr>
<td></td>
<td></td>
<td>46,000+ Annual Americans for the Arts Job Bank visitors</td>
</tr>
</tbody>
</table>

Members

6,000+ Members of Americans for the Arts

Subscribers

61,000+ Email subscribers

6,000+ Magazine subscribers
ARTS MARKETERS

**Who They Are:** Marketing Directors, Communications Directors, and Executive Directors

**What They’re Looking For:** Ticketing Solutions, CRM Systems, Data Analytics, and Digital Marketing Expertise

**Previous Advertisers:** Tessitura, Capacity Interactive, and Wordfly

**Signature Opportunities:**
- National Arts Marketing Project Conference
- Arts Marketing Connection E-newsletter
- National Arts Marketing Project Website

**Our Reach:**
- 26,000 email subscribers
- 5,200 web visitors per month

EMERGING LEADERS and STUDENTS

**What They’re Looking For:** Masters Programs and Professional Development

**Previous Advertisers:** Goucher College, Drexel University, and Rider University

**Signature Opportunities:**
- National Arts Action Summit
- ArtsU E-Learning Portal
- Job Bank Webpages

**Our Reach:**
- 53,000 ArtsU visitors per month
- 4,000 Job Bank visitors per month
ARTS EDUCATORS

Who They Are: Education Directors, Art Teachers, Professors, and Students

What They're Looking For: Curriculum Resources, Professional Development, and Masters Programs

Previous Advertisers: University of Seattle, Ohio State, and Rider University

Signature Opportunities: Creativity Connection E-newsletter Arts Education Webpages

Our Reach:
15,000 email subscribers
2,000 web visitors per month

PUBLIC ART LEADERS

Who They Are: Public Art Administrators, Artists, and Project Managers

What They're Looking For: Manufacturers, Conservation & Maintenance, Restoration, and Consulting Services

Previous Advertisers: Forecast Public Art, RLA Conservation, and Philadelphia Mural Arts

Signature Opportunities: Public Art & Civic Design Conference Public Art Connection E-newsletter Public Art Resource Center Webpages

Our Reach:
6,000 web visitors per month
4,000 email subscribers
NONPROFIT ARTS and COMMUNITY LEADERS and GRANTMAKERS

Who They Are: Executive Directors, Commissioners, and Board Members

What They're Looking For: Cultural Planning, Grant Management Tools, and Research

Previous Advertisers: Cultural Planning Group, Artists Thrive, and SmartSimple

Signature Opportunities:  
Annual Convention  
Arts Link Magazine  
Monthly Wire E-newsletter

Our Reach:  
23,000 monthly pageviews  
11,000 email subscribers  
6,000 magazine subscribers

VIRTUAL TRAINING

For more than 50 years, Americans for the Arts has been convening an Annual Convention for 1,000+ arts and community leaders to network and discuss strategies for building stronger towns, counties, and cities through the arts.

This year’s virtual gathering will be all about putting creative workers and cultural organizations to work as part of our collective recovery.

For over 15 years, the National Arts Marketing Project (NAMP) Conference has assembled 500+ arts marketers and industry experts annually from across the country to a challenge and learn from one another.

The National Arts Action Summit is an annual multi-day event of 500+ giving grassroots advocates crucial advocacy training from experts in the field and then putting that training into practice during Arts Advocacy Week in meetings with elected officials.

ArtsU is a forum for today’s leading arts professionals sharing their knowledge, thoughts, and comments on the topics shaping the arts in our communities, schools and nation.

The digital learning platform attracts 14,000+ users each year.
Visibility Opportunities

**ADVERTORIALS**

**Perfect for:** Offering customers in-depth insights into your company and products

**Blog Post**
Your blog featured in ARTSblog, the popular curated resource for arts professionals.
- 450 – 900 words
- Optional images and graphics
- Pinned at the top of the blog for two weeks
- Promoted in an email story and social post

**E-newsletter Story**
Your story featured in the e-newsletter of your choice.
- 100 words
- Optional horizontal or square image (JPG or PNG)

**AFFILIATE ADVERTISING**

**Perfect for:** High exposure for your brand and customized targeting and messaging

**Partner Webinars**
Host your own webinar and curate speakers and content under the Americans for the Arts and ArtsU brand.
- Advertisers are responsible for all creative and Americans for the Arts will manage the technical support for the webinar.

**Partner Emails**
Your email sent to 10,000 – 15,000 targeted recipients from the Americans for the Arts database. Opportunity to customize your audience size.
- Advertisers are responsible for all creative, including text and images and Americans for the Arts will send the messages on the partner’s behalf to a targeted list.
DISPLAY ADVERTISING

Perfect For: Showcasing your brand image and reinforcing your message across many platforms

Web Advertising
Choose webpages based on your targeted audience.
• 30-day run

Web Sidebar: 1:1 aspect ratio, JPG, PNG, or GIF
Web Banner: 715 px x 105 px, JPG, PNG, or GIF
Web Premium: High profile exposure on the Americans for the Arts homepage and all hub pages, including Lead, Connect, Research, and Advocate

Email Advertising
Banner ad featured in the e-newsletter of your choice.
• 550 px x 100 px, JPG or PNG

Virtual Arts Link Advertising
Full-color ads placed in the member-exclusive Arts Link magazine and event programs.
• PDF/X1-a, CMYK or four-color equivalent

Half Page: 7.75” x 4.75”
Full Page: 8.5” x 11”
Inside Cover (Front or Back): 8.5” x 11”
Half Page Back Cover: 7.75” x 4.75”

Space Reservation Deadlines:
Summer 2021 Issue: April 19, 2021
Fall/Winter 2021 Issue: August 2, 2021
Spring 2022 Issue: January 11, 2022

Ad Artwork Deadlines:
Summer 2021 Issue: June 21, 2021
Fall/Winter 2021 Issue: October 4, 2021
Spring 2022 Issue: March 12, 2022
EVENT ADVERTISING

Perfect for: High-impact touchpoints with customers in purchase mode

Americans for the Arts hosts three major national annual events: National Arts Action Summit, Annual Convention, and National Arts Marketing Project Conference. Advertisers can take advantage of branding opportunities and opportunities to connect with attendees across our events.

Virtual Exhibit Booth
Connect with attendees at your preferred event.
- A Virtual Booth with chat functionality and opportunities for meeting rooms, videos, downloadable resources
- Event gamification to drive attendees to engage with booths
- One complimentary registration
- Featured on the event microsite, PowerPoints, session announcements, and two promotional emails
- Attendee list with names, titles, organizations, phone numbers, and mailing addresses before and after the event

Swag Bag Item
Offer a virtual Swag Bag item at the event of your choice.
- Swag Bag items are included in Know Before Go emails to all attendees.

Raffle Prize
Offer a prize for the Americans for the Arts raffle at the event of your choice.
- Raffle prizes will be promoted on the event microsite, emails, PowerPoints, and session announcements.
## AT A GLANCE: SPONSORSHIP & ADVERTISING PACKAGES

For the full details, see the Appendix on pages 12-13

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Partner</th>
<th>Supporter</th>
<th>Investor</th>
<th>Underwriter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$5,000</td>
<td>$7,500</td>
<td>$10,000</td>
<td>$15,000+</td>
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### Visibility and Audience Engagement Opportunities

<table>
<thead>
<tr>
<th>Recognition (on website and other digital materials)</th>
<th>Text</th>
<th>Logo (plus embedded hyperlink)</th>
<th>Logo (plus embedded hyperlink)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition</strong></td>
<td><strong>Text</strong></td>
<td><strong>Logo</strong> (plus embedded hyperlink)</td>
<td><strong>Logo</strong> (plus embedded hyperlink)</td>
</tr>
<tr>
<td>Complimentary</td>
<td>Complimentary</td>
<td>15% off additional Virtual Exhibit Booth and advertising</td>
<td>25% off additional virtual exhibit space and advertising</td>
</tr>
<tr>
<td>Complimentary</td>
<td>Complimentary</td>
<td>Partner Email</td>
<td>Partner Email</td>
</tr>
<tr>
<td>Complimentary</td>
<td>Complimentary</td>
<td>Virtual Exhibit Booth</td>
<td>Virtual Exhibit Booth</td>
</tr>
<tr>
<td><strong>Advising, exhibiting, and merchandising</strong></td>
<td><strong>Branded session waiting room opportunity available at any given virtual event.</strong></td>
<td><strong>Sponsor a networking opportunity or 1 Slack Thread in a given virtual event’s Slack Channel.</strong></td>
<td><strong>Co-brand a keynote or another premiere programming opportunity at the virtual event of your choice.</strong></td>
</tr>
<tr>
<td><strong>Programming opportunities</strong></td>
<td><strong>Branded session waiting room opportunity available at any given virtual event.</strong></td>
<td><strong>Sponsor a networking opportunity or 1 Slack Thread in a given virtual event’s Slack Channel.</strong></td>
<td><strong>Co-brand a keynote or another premiere programming opportunity at the virtual event of your choice.</strong></td>
</tr>
<tr>
<td><strong>Year-round Opportunities</strong></td>
<td><strong>1 Basic-level organizational membership</strong></td>
<td><strong>1 Basic-level organizational membership</strong></td>
<td><strong>1 Choice-level organizational membership</strong></td>
</tr>
<tr>
<td><strong>Complimentary membership</strong></td>
<td><strong>1 Basic-level organizational membership</strong></td>
<td><strong>1 Choice-level organizational membership</strong></td>
<td><strong>1 Choice-level organizational membership</strong></td>
</tr>
<tr>
<td><strong>Exclusive and customized news and information tailored to your interests, including subscriptions to Arts Link, BCA Noteworthy, and Inside Americans for the Arts</strong></td>
<td><strong>•</strong></td>
<td><strong>•</strong></td>
<td><strong>•</strong></td>
</tr>
</tbody>
</table>

For the full details, see the Appendix on pages 12-13.
# Advertising Prices

## ADVERTORIAL

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Post</td>
<td>$1,200</td>
</tr>
<tr>
<td>E-newsletter Story</td>
<td>$500</td>
</tr>
</tbody>
</table>

## AFFILIATE ADVERTISING

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Webinars</td>
<td>$5,000</td>
</tr>
<tr>
<td>Partner Emails</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

## DISPLAY ADVERTISING

### Web

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Sidebar</td>
<td>$450</td>
</tr>
<tr>
<td>Web Sidebar, Premium</td>
<td>$1,000</td>
</tr>
<tr>
<td>Web Banner</td>
<td>$625</td>
</tr>
</tbody>
</table>

### Email

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Banner Ad</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Virtual Arts Link

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Full Page</td>
<td>$1,600</td>
</tr>
<tr>
<td>Back Cover Half Page</td>
<td>$1,600</td>
</tr>
<tr>
<td>Inside Cover, Front or Back</td>
<td>$1,800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,200</td>
</tr>
<tr>
<td>Half Page</td>
<td>$700</td>
</tr>
</tbody>
</table>

## VIRTUAL EVENT ADVERTISING

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit Booth</td>
<td>$1,500</td>
</tr>
<tr>
<td>Virtual Swag Item</td>
<td>$1,500</td>
</tr>
<tr>
<td>Virtual Raffle Prize</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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We can’t wait to work with you!

Contact us at:

sponsor@artsusa.org

or 202.371.2830
APPENDIX: SPONSORSHIP & ADVERTISING PACKAGES

UNDERWRITER | Price: $15,000 ($5,700 value) ($9,300 tax deductible)
Benefits:
• Co-branding of a premiere programming opportunity, such as a headlining keynote at the event of your choice.
• Opportunity to co-craft a post on the Americans for the Arts Facebook page; the page has 60,000 followers.
• Written recognition in the press release issued about 1 event.
• Complimentary Partner Email. Partner Emails are targeted emails written by the sponsor and sent to up to 15,000 recipients of your choice. ($2,500 value)
• Complimentary Virtual Booth at the event of your choice. Virtual Booths highlight your organization, offering the chance to share tools and services tailored for event attendees. Each Virtual Booth includes a chat function and the opportunity to upload demo videos and white papers, and a feature in an Americans for the Arts Partner Email. ($1,500 value)
• Opportunity to offer a prize in event-specific raffle. Prizes will be promoted before and during the conference during introductory remarks, in emails, and the Slack Channel. ($1,500 value)
• Logo recognition in the Registration Opening, Last Chance, and Thank You Attendees promotion emails sent to the attendees of 1 event. Embedded hyperlink available.
• Logo recognition on the registration confirmation page and email. Embedded hyperlink available.
• Logo recognition on the event sponsor page and session PowerPoint Slides. Embedded hyperlink available.
• 25% discount on purchase of additional registrations to the event of your choice.
• 25% discount on purchase of additional advertising.
• Invitation to purchase tickets to Arts & Business Partnership Awards gala.
• Customized news and information tailored to your interests, including subscription to Arts Link, BCA Noteworthy, and Inside Americans for the Arts.
• Written recognition in Americans for the Arts Annual Report.
• 1-year Choice Level membership in Americans for the Arts; includes benefits for up to 5 staff members. ($200 value)

INVESTOR | Price: $10,000 ($4,700 value) ($5,300 tax deductible)
Benefits:
• Choice of sponsorship of a networking opportunity or 1 Slack Thread in a given event’s Slack Channel. From coffee chats and happy hours to lunches, Americans for the Arts’ networking opportunities give you the chance to gather alongside and connect with potential partners, employers, and new clients. Slack Channels give event participants the chance to engage in deep dive discussions and interaction around primary topic threads.
• Complimentary Partner Email. Partner Emails are targeted emails written by the sponsor and sent to up to 15,000 recipients of your choice. ($2,500 value)
• Opportunity to include 1 item in the attendee Virtual Swag Bag. Emailed to attendees before each event, the Virtual Swag Bag includes tools and fun welcome gifts. ($1,500 value)
• Complimentary Virtual Booth at the event of your choice. Virtual Booths highlight your organization, offering the chance to share tools and services tailored for event attendees. A Virtual Booth includes a chat function, the opportunity to include demo videos and white papers, and a feature in an Americans for the Arts Partner Email. ($1,500 value)
• Logo recognition in the Registration Opening, Last Chance, and Thank You Attendees promotion emails delivered to the attendees of 1 event.
Continued... INVESTOR

- Logo recognition in the sponsor section of 1 event’s microsite plus logo recognition on the scrolling PowerPoint Slides shown at every keynote.
- Written recognition on the registration confirmation page and email.
- 25% discount on purchase of additional advertising.
- Invitation to purchase tickets to Arts & Business Partnership Awards gala.
- Customized news and information tailored to your interests, including subscription to Arts Link, BCA Noteworthy, and Inside Americans for the Arts.
- Written recognition in Americans for the Arts Annual Report.
- 1-year Choice Level membership in Americans for the Arts; includes benefits for up to 5 staff members. ($200 value)

SPONSOR | Price: $7,500 ($4,575 value) ($2,925 tax deductible)

- Opportunity to brand a session waiting room at a given event. Attendees spend time in branded waiting rooms while waiting for the start of event sessions.
- Complimentary Partner Email. Partner Emails are targeted emails written by the sponsor and sent to up to 15,000 recipients of your choice. ($2,500 value)
- Full Page Advertisement in Arts Link, our quarterly magazine for members. Arts Link reaches 6,000 members throughout the United States, delivering in-depth feature stories and news. ($1,200)
- Written recognition in the Registration Opening, Last Chance, and Thank You Attendees promotional emails delivered to the attendees of 1 event.
- Written recognition in the sponsor section of 1 event’s microsite and the scrolling PowerPoint slides at every keynote.
- 15% discount on purchase of a Virtual Booth(s) at your event of choice.
- 15% discount on purchase of additional advertising.
- Invitation to purchase tickets to the Arts & Business Partnership Awards gala.
- Customized news and information tailored to your interests, including subscription to Arts Link, BCA Noteworthy, and Inside Americans for the Arts.
- Written recognition in Americans for the Arts Annual Report.
- 1-year Basic Level Americans for the Arts membership; covering 1 staff member. ($75 value)

PARTNER | Price: $5,000

- Complimentary Virtual Booth. Virtual Booths highlight your organization, offering the chance to share tools and services tailored for event attendees. Each Virtual Booth includes a chat function and the opportunity to include demo videos and white papers feature in an Americans for the Arts Partner Email. ($1,500 value)
- Complimentary Blog Post. ARTSblog is our popular and curated blog on a range of arts topics and an advertorial blog post is an opportunity to showcase your expertise. ($1,200 value)
- Complimentary Web Banner advertisement on 1 event microsite. ($625 value)
- Written recognition in Registration Opening email for 1 event.
- Written recognition in the sponsor section of 1 event’s microsite.
- Customized news and information tailored to your interests, including subscription to Arts Link, BCA Noteworthy, and Inside Americans for the Arts.
- 1-year Basic Level Americans for the Arts membership; covering 1 staff member. ($75 value)