



EVENT LISTINGS – Discounted Banner Advertising for Artists

Updated: February 3, 2012

NYFA is offering a 30 percent discount off of regular banner ad prices to artists advertising their own events and exhibitions. Discounted prices are in red below. Each year, NYFA's *Events Listings* are used by thousands of arts organizations, arts administrators, artists, and others nationwide, making it one of the most heavily trafficked event-related web sites in the arts and culture industry.

To receive the discount, artists can advertise: upcoming concerts/performances - exhibitions - lectures/panels - new productions (such as novels/plays/recordings) - portfolio websites - readings - screenings/broadcasts - signings.

Usage Statistics

Monthly Pageviews / Unique Pageviews: 3,880 / 1,638

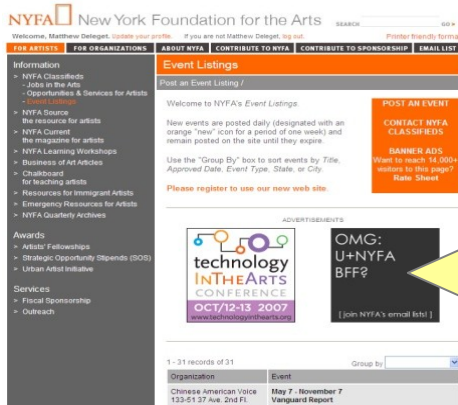
User Demographics:

Nationwide; Artists, Arts Organizations, Arts Administrators; Arts & Culture Industries Including:

Architecture, Book Arts, Crafts, Choreography, Digital, Drawing, Electronic, Environmental Structures, Fiction, Film, Interdisciplinary Work, Music Composition, Nonfiction Literature, Painting, Photography, Playwriting, Poetry, Printmaking, Screenwriting, Sculpture, and Video.

<u>Display Ad Size</u> (in pixels)	<u>1 Month</u>	<u>2 Months</u>	<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
Small (170 wide x 85 high)	\$150 \$105	\$250 \$175	\$350 \$245	\$625 \$437	\$1,200 \$840
Large (170 wide x 170 high)	\$200 \$140	\$350 \$245	\$500 \$350	\$950 \$665	\$1,650 \$1,155

Ad Placement



Your ad will be placed below the intro text on NYFA's *Event Listings* page.

To Place An Ad

Please email the following information to joblist@nyfa.org. You will receive confirmation of your order by email.

1. Your banner ad (.jpg, .gif, or animated .gif format only; 72 dpi in resolution; *Note: We do not offer Flash-based ads.*)
2. Page(s) on NYFA's web site where you would like your ad to appear (rates above apply only to *Event Listings* page).
3. Web site address for your click-through link.
4. Date you would like your ad to go live on NYFA's site.
5. Number of months you would like your ad posted.

Questions: Email joblist@nyfa.org or call 212.366.6900 x222