

**NEW YORK
FOUNDATION
FOR THE ARTS
MEDIA KIT 2012**



ABOUT US

The New York Foundation for the Arts (NYFA) is a 40-year-old nonprofit service organization with a long and rich history of supporting individual artists and emerging arts organizations at critical points in their creative and organizational lives.

NYFA works side-by-side with artists and small cultural organizations to develop strategies for funding, professional development, and information resources that support the creative process, entrepreneurial risk taking and infrastructures for emerging, mid-level and established artists.

The screenshot displays the NYFA website interface. At the top, the NYFA logo and name are followed by a search bar and social media icons for Facebook, Twitter, and YouTube. Below this is a horizontal navigation menu with categories: FOR ARTISTS, FOR ORGANIZATIONS, ABOUT NYFA, CONTRIBUTE TO NYFA, CONTRIBUTE TO SPONSORSHIP, and EMAIL LIST. The main content area is divided into several sections:

- NYFA Now** (orange header): A list of current news items including Arts Advocacy, NYFA Current Deadlines & Headlines, NYFA Hall of Fame 2011 Honorees, Emergency Resources for Flood and Tornado Victims, NYFA Current's new podcast series "The Artist's Life" featuring John Yau, NYFA Podcast: Interactive Video: Experiments and Demonstrations of New Technology, and NYFA Blog: The Rise of (Visual) Artists' Rights.
- NYFA Press Room** (orange header): A section for media inquiries.
- NYFA Classifieds** (dark grey header): A list of job and service opportunities including Jobs in the Arts, Opportunities & Services for Artists, Events Listings, Studio Space Directory, Post Job, Post Opportunity / Service, Post Event, and Post Work Space.
- NYFA Current** (dark grey header): The Magazine for artists.
- NYFA Source** (dark grey header): The Resource for artists.
- NYFA Artist Directory** (orange header): A section for finding artists, featuring a large photograph of a mobile chapel by Granger and Robert Moorhead from 2006.

A prominent banner for "nyfa current presents the artist's life episode 5: john yau" is overlaid on the right side of the page. Below the banner, a text box states: "NYFA gives more support to artists and arts organizations in all disciplines than any other private organization in the country. > Experience NYFA".

Demographics

Our users are artists, arts organizations, and arts administrators from cultural industries, including architecture, book arts, crafts, choreography, digital & electronic arts, drawing, environmental structures, fiction, film, interdisciplinary work, music composition, nonfiction literature, painting, photography, playwriting, poetry, printmaking, screenwriting, sculpture, and video.

- Visits: 3,904,423
- Unique visitors: 1,115,649
- Monthly page views: 2,822,823
- New visits: 1,060,511 (27%)
- 217,215 visits from 201 countries (other than the U.S.)
- Facebook fans: 50,753
- Twitter followers: 4,657

Select Current & Previous Advertisers

Aesthetica Magazine

Art Fag City

BRIC

Bronx Art Museum

Christie's

City College

College Art Association

Creative Time

Drexel University

Elizabeth Foundation

Jen Bekman Projects

National Academy of Art

The New School

New York University

Pool Art Fair

Public Art Fund

Scope Art Fair

School of Visual Arts

Siena Art Institute

Sotheby's Institute

Winterthur Museum

92nd Street Y

ADVERTISING OPPORTUNITIES

Each year, [NYFA Classifieds](#) is used by thousands of arts organizations, cultural institutions, arts administrators, and artists nationwide, making it one of the most heavily trafficked resource related websites in the arts and culture industry.

Jobs in the Arts:

- 1,202,915 million page views/month
- 211,850 unique page views/month

Opportunities & Services for Artists:

- 113,332 page views/month
- 25,973 unique page views/month



← Ads placed here



← Ads placed here

Jobs in the Arts:

Display Ad Size (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)	\$250	\$375	\$540	\$960	\$1,680
Large (170 wide x 170 high)	\$350	\$575	\$810	\$1,440	\$2,520

Opportunities and Services for Artists:

Display Ad Size (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)	\$250	\$375	\$500	\$775	\$1,300
Large (170 wide x 170 high)	\$350	\$575	\$750	\$1,250	\$2,150

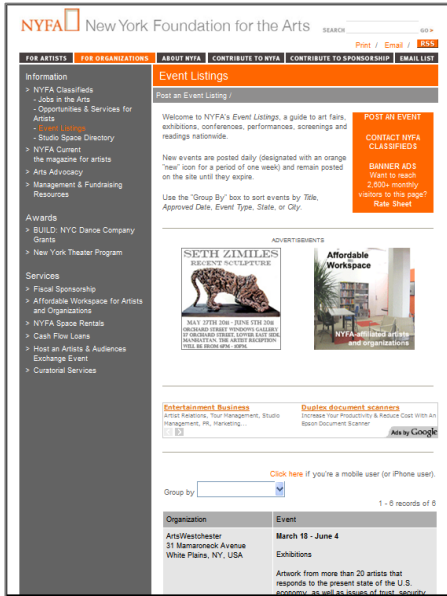
ADVERTISING OPPORTUNITIES

Event Listings:

- 3,880 page views/month
- 1,638 unique page views/month

Studio Space Directory:

- 18,560 page views/month
- 3,878 unique page views/month



← Ads placed here



← Ads placed here

Prices are the same for both pages.

Display Ad Size (in pixels)	1 Month	2 Months	3 Months	6 Months	12 Months
Small (170 wide x 85 high)	\$150	\$250	\$350	\$625	\$1,200
Large (170 wide x 170 high)	\$200	\$350	\$500	\$950	\$1,650

ADVERTISING OPPORTUNITIES

NYFA Source

- 107,135 page views/month
- 21,950 unique page views/month

→
Ads placed here



NYFA Source:

Display Ad Size (in pixels)

1 Month

2 Months

3 Months

6 Months

12 Months

208 wide x 130 high

\$425

\$800

\$1,150

\$2,150

\$4,500

NYFA Media Kit 2012

Updated 1/30/2012

To Place an Ad

Email the following information to Maria Villafranca or Michon Ashmore at joblist@nyfa.org. You will receive confirmation of your order by email.

- Your banner ad (.jpg, .gif, or animated .gif format only; 72 dpi in resolution). Ads with a white background should have a colored border one pixel in width.
Note: We do not offer Flash-based ads.
- Page(s) on NYFA's website where you would like your ad to appear.
- Web site address for your click-through link.
- Date you would like your ad to go live on NYFA's site.
- Number of months you would like your ad posted.