

ArtsMarketing.org Sponsorship

ArtsMarketing.org is the official website of the National Arts Marketing Project (NAMP) and host site for the NAMP annual 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.

Usage Statistics

Average Monthly Visits: 7,500 Visits; 22,000 Pageviews

User Demographics: International; Arts Organizations; Arts Marketers, Arts Fundraisers, Arts Leaders, Artists, Students, Press Agents, Arts & Culture Industry

Dedicated Accounts: 1,160 arts and culture managers have registered for dedicated accounts

Bimonthly e-Newsletter: Sent to 34,800 + subscribers per issue

Information

- Sponsorships on ArtsMarketing.org give you the ability to highlight your organization in a highly visible way. The ads are clickable and can link viewers to your website.
- Throughout the 2011 year, sponsorships will run for the duration of one month. We regret that shorter intervals are not available at this time. Multiple month runs are subject to availability.
- Sponsorships remain in the same block for the month. Each time a page is reloaded your sponsorship will load in the same location.
- Sponsorships are placed on the left or right side of the Home Page and on the left side of the Conference Home Page. E-Newsletter sponsorships are placed on the bottom of each email.
- Sponsorships will not be positioned as headers or in locations reserved for editorial content. NAMP reserves the right to determine the exact location of sponsorships.
- We offer exclusive sponsorship space based on availability. This means only your sponsorship appears on the requested page. Exclusive sponsorship space is an additional 20% to the listed fee.
- NAMP reserves the right to review and approve any artwork.

Packages

Placing Sponsorships with ArtsMarketing.org

To place a sponsorship with ArtsMarketing.org, contact Laura Kakolewski, Conference Program Coordinator, at lkakolewski@artsusa.org.

You will receive confirmation of your order by email. In your order, please include the following:

Your sponsorship (.jpeg, .gif, 72 dpi in resolution. We do not offer flash-based ads or animated .gif)

Size Page on ArtsMarketing.org and month that you would like your sponsorship to appear, or e-newsletter issue(s) you would like your sponsorship to appear Website address for your click-through link.

The number of months that you would like your sponsorship posted.

Billing information including contact name, address, phone number, email, Federal ID number, and credit card information.

	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 H x 79px W	\$350	\$630	\$810	\$1,260	\$2,100

This is how your sponsorship will appear on ArtsMarketing.org.

National Arts Marketing Project
A Program of Americans for the Arts

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A new episode features Sean Kelly from TheatreWorks talking about the challenges of marketing an unknown work such as the development musical "Fly By Night" to existing audiences.

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[Sign up](#) to receive our monthly e-newsletter featuring exclusives in arts marketing and fundraising!

AWARD-WINNING REDESIGN!



[Association Media & Publishing](#) honored our website's redesign with a Gold EXCEL Award, which recognizes the best and brightest in association media and publishing.

GOOD KARMA



Send Americans for the Arts karma from your iPhone, iPod Touch, or Droid. For more information, go to [CauseWorld](#).

News Items


[Sharing Audiences](#)
Sony Centre and Mirvish Theatres to Share Audience and Programming


[16 Tactics for Building an Audience via Social Media](#)
Attract a follower base for your non-profit


[Don't Look Now, but Your Social Relationships Have Changed, Again.](#)


[Friend-raising, not Fundraising](#)
Making New Friends, But

large logo

small logo

For additional questions, please contact Laura Kakolewski, Conference Program Coordinator via e-mail lkakolewski@artsusa.org or by telephone (212).223.2787.