



EVENT LISTINGS – Banner Advertising

Updated: July 8, 2011

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.

Usage Statistics

Monthly Pageviews / Unique Pageviews: 4,015 / 1,709

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	\$250	\$350	\$625	\$1,200
Large (170 wide x 170 wide)	\$200	\$350	\$500	\$950	\$1,650

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