



## JOBS IN THE ARTS – Banner Advertising

Updated: July 8, 2011

Each year, NYFA's *Jobs in the Arts* listings are used by tens of thousands of arts organizations, arts administrators, artists, executive recruiters, and others nationwide, making it one of the most heavily trafficked employment-related web sites in the arts and culture industry.

### Usage Statistics

**Monthly Pageviews / Unique Pageviews:** 1,033,448 / 216,197

### 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> |
|------------------------------------|----------------|-----------------|-----------------|-----------------|------------------|
| <b>Small</b> (170 wide x 85 high)  | \$250          | \$375           | \$540           | \$960           | \$1,680          |
| <b>Large</b> (170 wide x 170 high) | \$350          | \$575           | \$810           | \$1,440         | \$2,520          |

### Ad Location



Your ad will be placed here on NYFA's *Jobs in the Arts* page.

### To Place an Ad

Please email the following information to [joblist@nyfa.org](mailto: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 *Jobs in the Arts* 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](mailto:joblist@nyfa.org) or call 212.366.6900 x222