



NYFA CURRENT Banner Advertising Rate Sheet

Updated: October 26, 2010

<http://www.nyfa.org/current>

Actively engaged with thousands of contemporary artists, NYFA Current monitors the pulse of today's art scene. A publication of writings and projects, practicing artists in the visual, performing, literary, and media arts from across the country comment on trends and movements in the art world as they happen. *NYFA Current* keeps readers informed with artists' writings, exclusive online projects, and essays from curators and commentators.

Each year, *NYFA Current* is read by tens of thousands of artists, arts organizations, arts administrators, and others nationwide, making it one of the most heavily read online periodicals in the arts and culture industry. *NYFA Current* is published twice monthly. Your banner ad will appear: 1) on *NYFA Current's* web page and 2) in the email version of *NYFA Current*, which is distributed twice monthly.

Usage Statistics

Readership: 22,755 subscribers (emailed twice monthly), plus over 250,000 readers annually

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.

Display Ad Size (in pixels)	1 Month	2 Months	3 Months	6 Months	12 Months
Small (170 wide x 85 high)	\$300	\$550	\$750	\$1,400	\$2,750
Large (170 wide x 170 high)	\$425	\$800	\$1,150	\$2,150	\$4,500
Premium (396 wide x 170 high)	\$700	\$1,200	2,000	\$4,500	\$7,000

To Place An Ad

Please email the following information to Maria Villafranca, NYFA, at 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 *NYFA Current*).
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

Contact Maria Villafranca, NYFA, at joblist@nyfa.org or 212.366.6900 x251

