



EVENT LISTINGS Page – Banner Advertising

Updated: July 15, 2009

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

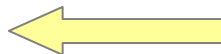
Monthly Visits: 2,630

User Demographics: **Nationwide; Artists, Arts Organizations, Arts Administrators; Arts & Culture Industries Including:**

Architecture/Environmental Structures, Crafts, Choreography, Digital/Electronic, Fiction, Film, Interdisciplinary Work, Music Composition, Nonfiction Literature, Painting, Photography, Playwriting/Screenwriting, Poetry, Printmaking/Drawing/Book Arts, Sculpture, and Video.

Display Ad Size (in pixels)	1 Month	2 Months	3 Months	6 Months	12 Months
Small (85 high x 170 wide)	\$150	\$250	\$325	\$550	\$1,200
Large (170 high 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 Erica Evans, 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 *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

Please contact Erica Evans, NYFA, at joblist@nyfa.org or 212.366.6900 x213