



OPPS & SERVICES FOR ARTISTS Page – Banner Advertising

Updated: July 15, 2009

Each year, NYFA's *Opportunities & Services for Artists* listings are used by tens of thousands of arts organizations, arts administrators, artists, and others nationwide, making it one of the most heavily trafficked resource-related web sites in the arts and culture industry.

Usage Statistics

Monthly Visits: 26,000

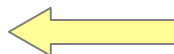
User Demographics:

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.

<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 (85 high x 170 wide)	\$250	\$375	\$500	\$775	\$1,300
Large (170 high x 170 wide)	\$350	\$575	\$750	\$1,250	\$2,150

Ad Placement



Your ad will be placed here on NYFA's *Opportunities & Services for Artists* 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 to *Opps & Services* 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

Contact: Erica Evans, NYFA, at joblist@nyfa.org or 212.366.6900 x213