

**2019/2020 RATES**



**APAP**

ASSOCIATION OF PERFORMING ARTS PROFESSIONALS

multi  
**CHANNEL**

ACCESS TO PERFORMING ARTS PROFESSIONALS

The most cost-effective way to reach decision-makers in the performing arts industry.

**IN PRINT | ONLINE | E-COMMUNICATIONS**

Conference-focused and year-round opportunities to connect with your customers in the APAP community.

**IN PRINT**

**Inside Arts**

Official Magazine of the Association of Performing Arts Professionals (APAP)

**Annual Conference Program & Showcase Listing Guide**

Official Program for APAP|NYC, the World's Premier Performing Arts Marketplace

**ONLINE**

**APAP website**

High-Traffic Website for APAP|NYC Conference and APAP's Year-Round Programs and Services

**APAP Job Bank**

Industry Job Posting Site Targeted to a Career-Focused Audience

**E-COMMUNICATIONS**

**Spotlights**

APAP's Year-Round, Bi-Weekly Member Newsletter

**Conference E-News**

APAP's High-Value, Bi-Weekly Newsletter Focused on the APAP|NYC Annual Conference



Striking four-color design and relevant content provide an outstanding environment for your marketing message.

**IN PRINT**

## Inside Arts Magazine

- ◆ Mailed quarterly to members, plus bonus distribution at regional performing arts industry events and at APAP|NYC, APAP's annual membership conference. Average readers per issue: 5,000+.
- ◆ Digital edition sent to all staff of member organizations. Offers live links to websites listed in your advertisement.
- ◆ **FALL 2019:** Mailed August 2019 and distributed at regional conferences  
**CONFERENCE 2020:** Mailed December 2019 and available on-site at APAP|NYC  
**SPRING 2020:** Mailed March 2020  
**SUMMER 2020:** "The Knowledge Issue": Mailed June 2020

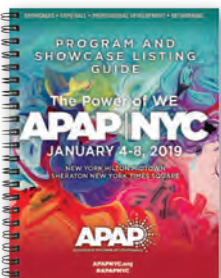


### Inside Arts Magazine NET ADVERTISING RATES per issue APAP Members Only

	1x	4x
Spread (2 Facing Full Pages)	\$2,500	\$1,955
Full Page	\$1,525	\$1,185
2/3-Page (Vert)	\$1,250	\$945
1/2-Page (Horiz/Vert)	\$1,115	\$885
1/3-Page (Vertical)	\$925	\$745
<b>PREMIUM POSITIONS</b>		<b>4x</b>
Cover 4 (Back Cover)	\$2,295	
Cover 2 (Inside Front Cover)	\$1,895	
Cover 3 (Inside Back Cover)	\$1,695	
Page 1	\$1,695	
Opposite Table of Contents	\$1,595	

## APAP | NYC Annual Conference Program & Showcase Listing Guide

- ◆ A 200+ page guide, distributed to attendees during APAP's five-day, annual membership conference, January 10-14, 2020.



- ◆ Includes complete schedule of professional development sessions and special events.
- ◆ Features guide to hundreds of artist showcases, including descriptions and booking contacts.
- ◆ Priority access to APAP|NYC mobile app advertising. Ask about the mobile app for additional reach and savings! (Limited supply, first-come, first-served.)

### APAP|NYC Program & Showcase Listing Guide NET ADVERTISING RATES Registered Conference Attendees Only

Program Section <i>Only 10 positions available</i>	\$2,200
Showcase Listings Section <i>Limited availability</i>	\$1,950
<b>PREMIUM POSITIONS</b>	
Cover 4 (back cover)	\$4,000
Cover 2 (inside front cover)	\$3,000
Cover 3 (inside back cover)	\$2,600
Section Divider	\$2,600

No other marketing channels  
**REACH THIS AUDIENCE** so effectively!



## NEW for 2019-2020!

- ◆ All newsletters have a fresh, mobile-responsive design.
- ◆ Banner-sized ads = Bigger impact.

## Spotlights E-Newsletter

- ◆ Distributed to all APAP members, more than 4,000 recipients.
- ◆ Packed with vital news on funding opportunities, job postings, APAP programs and industry news.
- ◆ E-mailed 24 times per year on the 2nd and 4th Tuesdays of each month.

## APAP | NYC Conference E-News

- ◆ Distributed to all APAP members and conference attendees, more than 6,000 recipients.
- ◆ Essential information about the industry's leading convening for networking, professional development and showcases.
- ◆ E-mailed 12 times per year, on the 1st and 3rd Tuesdays of the month from August through January.

## APAP Website

- ◆ APAP's mobile-optimized website has more than three-quarters of a million pageviews annually.
- ◆ It's the one-stop, online source for everything APAP, including the APAP|NYC conference, and APAP membership benefits, programs and services.
- ◆ Prominent tile advertising rotated with a maximum of four.
- ◆ Targeted Job Bank advertising: Reach career-focused professionals with exclusive targeted banner ads on APAP Job Bank webpages and monthly email.

Ask about digital package discounts.

### NET ADVERTISING RATES

Digital Advertising	Pricing per ad			Specs
Newsletter and Website Options	Peak (Oct-Jan)	Regular (Feb-Sept)	Monthly/12x	Acceptable formats: .JPG or .PNG. No GIFs
Newsletter Banner Tier 1	\$675	\$580	\$400	600x150
Newsletter Banner Tier 2	\$450	\$325	\$275	600x150
Newsletter Banner Tier 3	\$250	\$165	\$90	600x150
Website Tile Ad (monthly)	\$425	\$325	\$190	270x240
Job Bank Banner/Webpage and Email (monthly)	\$200	\$200	\$200	780x60 (webpage ad) and 600x150 (email ad)

preferred  
**PARTNER:** Inside Arts advertisers earn 12x on digital rates.



# ABOUT APAP

APAP|NYC  
sponsors  
receive  
10% OFF  
advertising.

Restrictions  
apply

- ◆ The Association of Performing Arts Professionals (APAP) is the national service, advocacy and membership organization for professionals in the performing arts presenting and touring industry.
- ◆ Producer of the world's leading performing arts conference and marketplace.
- ◆ National and worldwide membership. Conference attendees from 49 U.S. states and more than 29 countries.
- ◆ Members include directors with the budget and authority to book performers and buy products and services for their venues.

Learn more about APAP and APAP|NYC and the benefits of advertising and sponsorship [here](#).

## PRINT DEADLINES —

Inside Arts and the APAP|NYC Conference Program & Showcase Listing Guide

	Fall '19	Conference '20	APAP   NYC Program & Showcase Listing Guide	Spring '20	Summer '20
Ad Reservations Due	6/11/19	10/1/19	11/14/19	1/28/20	4/14/20
Materials Due	6/24/19	10/11/19	11/21/19	2/10/20	4/24/20
Publication Date	August 2019	December 2019	January 2020	March 2020	June 2020

## ADVERTISING REQUIREMENTS

### HIGH RESOLUTION PDF —

**Preferred Format:** Use Adobe PDF preset PDF/X1a or Press Quality. Please make sure PDF files are Acrobat 5 compatible, 300 DPI, CMYK or grayscale and that fonts are embedded.

**Applications:** Adobe Acrobat, InDesign, Illustrator and Photoshop.

**Graphics:** Must be CMYK or grayscale, no RGB, Spot or Pantone colors. Images must be 300 DPI. Flattened TIFF files preferred. When sending EPS files, please turn text to outlines or send fonts.

All photos: Adam Kissick/APAP

**Proofs:** All ads should be accompanied by a hard copy proof. Laser or ink jet proofs are acceptable for content only. Rainbow, Iris or equivalent color proof required for accurate color reproduction.

### Unacceptable Applications:

Quark XPress, Adobe PageMaker, Microsoft Publisher, Corel Draw, Microsoft Word, Excel and Powerpoint cannot be accepted as camera-ready formats.

# take ADVANTAGE

of this highly effective,  
multi-channel marketing  
opportunity today to  
generate new business and  
drive brand awareness.

For more information  
or to reserve space,  
please contact:

**Kristen Cooper**  
Advertising Sales Manager

kristen.cooper@  
todaymediacustom.com

410-324-7700



## PRINT AD SPECIFICATIONS

### Inside Arts Magazine

Trim size (in inches)	8.5 x 10.875
FP (Live Area)	7.0 x 10.0
FP (Bleed)	8.75 x 11.125
2-page spread	set up as 2FP bleed
2/3 Vertical	4.5 x 10.0
1/2 Horizontal	7.0 x 4.875
1/2 Vertical	3.75 x 10.0
1/3 Vertical	2.125 x 10.0

### APAP | NYC Conference Program & Showcase Listing Guide

Full-page, Spiral-bound, 4-color ads only

Trim size (in inches)	6.5 x 8.5
FP (Live Area/Safety Area)	5.5 x 8
FP (Bleed)	6.75 x 8.75

*Today Media Custom  
can help you design your ad  
for a nominal fee.*

### Production Questions?

**Kristen Cooper**  
at 410-324-7700 or  
kristen.cooper@  
todaymediacustom.com