



ADVERTISE WITH HEART

Join our evolution

Did you know that over 700,000 people engage with arts and culture every year in Greater New Haven? Our revamped NewHavenArts.org will amplify these experiences with free digital tools.

- Calendar *Powerfully connecting audiences with creative events happening tonight, tomorrow, and beyond*
- Arts Paper *Connecticut's only journalism source completely dedicated to arts, culture, and creativity*
- Creative Opportunities *Empowering creatives with employment, grants, fellowship, and open call information*
- SpaceFinder *Matchmaking tool for artists looking for creative spaces coming in 2019*

A place for everyone

Our Free Membership program unites artists, creative organizations, and arts and culture audiences together. However, our target for advertising opportunities is the cultural consumer in Greater New Haven. They regularly attend cultural events, invest in the arts, and seek the latest-and-greatest. They also like travel, dining, nightlife, and family activities.

- 1.5 minutes *average time spent on our pages*
- 20% *open rate for our weekly newsletters*
- 6,000 *followers on social media*

More than just an ad

In addition to boosting your visibility, advertising with the Arts Council sends a strong message that you support our arts and cultural community. Our visitors will notice and appreciate that you stand with us and our mission to advance Greater New Haven through the arts.



Technical specifications

- 595 x 400 pixels
- Landscape orientation
- jpeg no larger than 150k
- Images are due 2 weeks in advance

Placements + Pricing

HOMEPAGE	Tue - Mon	\$1,000
EVENTS NEWSLETTER / ARTS PAPER NEWSLETTER	Tue / Sat	\$600
CALENDAR LANDING PAGE	Tue - Mon	\$200
ARTS PAPER ARTICLE	Mon - Fri	\$100

