

ARTSBOSTON.ORG

- ✓ Spotlight and premiere placement on the homepage of ArtsBoston.org which, with the help of syndication partnerships, reaches 500,000 visitors per month
- ✓ Featured placement on the site's category pages and video hosting on organization and event pages
- ✓ Member log-in for editing submitted events, adding links to media coverage/reviews, and including photos
- ✓ Expanded reporting capabilities to track visitor behavior, including number of page views and click-throughs
- ✓ Outreach to ArtsBoston's active arts-goers of over 5,000 Facebook fans and over 6,700 Twitter followers

DISCOUNTED MARKETING OPPORTUNITIES

- ✓ Discounted member rates for online, e-blast and outdoor advertising (at BosTix booths at Copley Square and Faneuil Hall Marketplace), as well as mailing list rentals
- ✓ Discount advertising opportunities with major local media outlets including The Boston Globe, The Boston Phoenix, Weekly Dig, Wickedlocal.com, Boston Metro, and the TAB newspapers

NETWORKING OPPORTUNITIES

- ✓ Ongoing convening and peer-to-peer networking opportunities to share best practices and build a stronger community
- ✓ Access to the expertise of ArtsBoston leadership and staff as well as other member organizations

THE ARTSBOSTON LEARNING NETWORK

- ✓ Opportunity to join the ArtsBoston Audience Initiative, Greater Boston's first comprehensive market knowledge program, which is the leading tool for analyzing audiences and cultural participation
- ✓ Invitations to discounted/free seminars & workshops
- ✓ Subscription to ArtsBoston's Members Only Monthly Newsletter
- ✓ Access to reports on national conferences and events such as the International Ticketing Conference, Association of Performing Arts Service Organizations, and National Arts Marketing Project

AUDIENCE EXPANSION TOOLS

- ✓ BosTix discount ticketing programs: advance sales online and day-of-show in-person sales at the booths
- ✓ Lead cultivation through access to patron names and information from BosTix.org
- ✓ Pre- and post-show emails to deeply engage BosTix patrons
- ✓ Inclusion in Weekly BosTix Advance emails and daily BosTix booths emails to over 40,000 subscribers
- ✓ Inclusion in the ArtsBoston Weekly Email to over 6,000 subscribers

TOURISM BENEFITS

- ✓ Access to the annual Arts Preview Event with Boston's top hotel concierges
- ✓ Opportunities to offer complimentary tickets to the concierge community and fellow ArtsBoston member groups
- ✓ Special connections and marketing opportunities with the concierge and tourism community throughout the year