



ArtsBoston.org Website Advertising  
Joey Demko, Ad Sales Manager  
(617) 970-9132  
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### General Information

- 47,000 unique IP addresses per month
- 108,000 page views per month
- Average click-through rate of Rectangle Banner Ad is .6%
- Average click-through rate of Rectangle Side Ad is .4%
- ArtsBoston.org visitors are:
  - Majority Women:** 71% women
  - Largely Middle-Aged and Affluent:** 50% between 40 and 65, 50% over \$75,000 household income
  - Highly Educated:** 55% have at least a bachelor degree
  - Families:** 50% have children at home under 18

### Premium Box (Homepage)

- 300px (w) x 250px (h) (must be jpg or gif format only) featured on all ArtsBoston.org pages
- 4 available with 25% share
- **Member Discount:** \$750/week or \$2400/month | **Non-Member Price:** \$1000/week or \$3200/month

### Rectangle Side Ad (Homepage)

- 300px (w) x 125px (h) (must be jpg or gif format only)
- 8 available with 25% share
- **Member Discount:** \$500/week or \$1600/month | **Non-Member Price:** \$750/week or \$2400/month

### Rectangle Side Ad (Individual Category Sub-Page)

- 300px (w) x 125px (h) (must be jpg or gif format only) featured on category specific pages; No homepage presence
- 2 on each category: Theater, Dance, Music, or Free
- **Member Discount:** \$200/week or \$500/month | **Non-Member Price:** \$400/week or \$1000/month

### Homepage Featured Video

- The only video featured on the ArtsBoston.org homepage
- **Member Discount:** \$400/week (not available for non-members)

Rates are per week. Weeks run Monday to Sunday.

Please provide URL for link when submitting ad.

Any information you want to include should be incorporated into graphic.

All graphics must be submitted one week before they are due to start, as well as the URL the ad should link to.



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### General Information

- BosTix.org has over 40,000 unique visitors per month.
- The BosTix Daily E-Mail is sent to 14,000 recipients.
- The BosTix Jr. email is sent to 11,000 recipients (for patrons looking for kid and teen friendly shows).

### Website Advertising

BosTix.org and BosTixJr.org Website Ads

- Top Banner
  - 600px (w) x 72px (h)
  - **Member Discount: \$350 | Non-Member Price: \$500**
- Side Bar
  - 144px (w) x 144 px (h)
  - **Member Discount: \$200 | Non-Member Price: \$350**

### E-Mail Advertising

BosTix Weekly E-Mail, BosTix Jr. E-mail, and BosTix Daily E-Mail

- Top Banner
  - 600px (w) x 72px (h)
  - **Member Discount: \$350 | Non-Member Price: \$500**
- Side Bar
  - 144px (w) x 144 px (h)
  - **Member Discount: \$200 | Non-Member Price: \$350**

### Dedicated Email Blast

- Email to 36,000 proven BosTix ticket buyers
- Must be a discount offer or value-added offer of some kind
- Customized to your unique content
- Email gets an average open rate of 22% and a 12% click-through rate
- Only two dedicated emails are available per month
- **Member Discount: \$1400 | Non-Member Price: \$2200**

Rates are per week. Weeks run Monday to Sunday.

Ad must be a jpg or gif file. Size must be less than 50K.

All ads must be submitted one week before it is due to start.

Please provide URL for link when submitting ad.

Any information you want to include should be incorporated into graphic.

All e-mail content must be submitted at least one week before the email is scheduled to go out.



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## Faneuil Hall Booth Digital Outdoor Advertising

### General Information

- Faneuil Hall has 20 Million visitors annually (52% are tourists)
- Booth is adjacent to historic Faneuil Hall and on the Freedom Trail
- Faneuil Hall events include: Holiday Tree Lightings, Press conferences, Ice Skating, Store Openings, Outdoor performances

### Small Digital Poster – 32" Horizontal Screen

- Ad shown on at least one screen 50% of the time, except 1 minute 6 times per hour when booth sponsor's image is displayed. Small banner runs across the bottom with booth sponsor language while poster is displayed. Ads change once per minute.
- **Member Discount:** \$60/week | **Non-Member Price:** \$130/week
- Formatting Specifications: **Images must be supplied in JPEG format and be 1920x1080px at 72dpi.**

### Large Digital Poster Half-Panel, 50% Share – Half of 46" Vertical Screen

- Ad shown on at least one screen 50% of the time, except 1 minute 6 times per hour when booth sponsor's image is displayed. Ads change once per minute.
- **Member Discount:** \$140/week | **Non-Member Price:** \$300/week
- Formatting Specifications: **Images must be supplied in JPEG format and be 960x1080px at 72dpi.**

### Large Digital Poster Full-Panel, 50% Share – 46" Vertical Screen

- Ad shown on at least one screen 50% of the time, except 1 minute 6 times per hour when booth sponsor's image is displayed. Ads change once per minute.
- **Member Discount:** \$240/week | **Non-Member Price:** \$500/week
- Formatting Specifications: **Images must be supplied in JPEG format and be 1080x1920px at 72dpi.**

### Booth Sponsorship

- Ad in rotation on one front-facing 46" vertical digital poster panel 100% of the time, and 6 times an hour for 1 minute each time, all of the 46" vertical digital poster panels show your ad with a :30 audio clip, if desired. All of the 32" horizontal screens always display your logo across the bottom, and say "BosTix sponsored by \_\_\_\_\_". Only one sponsorship is sold per month. Ads change once per minute.
- Long-term discount: If you reserve 6 consecutive months of an ad you get a 10% discount. If you reserve 12 consecutive months of an ad you get a 20% discount.
- **Member Discount:** \$5,000/month | **Non-Member Price:** \$10,000/month
- Formatting Specifications: Submit both 16:9 and 9:16 aspect ratio high-resolution image, jpg or gif format

All digital signage weeks run Monday-Sunday.

All images must be static. No animation is permitted.

Images and audio clip for Booth Sponsorship are due one week before the start date and should be either emailed to jdemko@artsboston.org, or uploaded to <https://dropbox.yousendit.com/ArtsBostonJoey> if the image is too large to email.



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## Copley Square Booth Outdoor Advertising

### General Information

- Copley Square has 12 million visitors annually
- Booth is adjacent to the park and Trinity Church; and across the street from the Boston Public Library at the corner of Boylston and Dartmouth
- Copley Square Events include: Boston Book Festival, Boston Marathon, Farmer’s Market, Summer Concerts, Tree Lightings

Poster Size:	Member Discount:	Non-Member Price:
Small 17" x 22"	\$50	\$100
Medium 30" x 30"	\$125	\$250
Large 30" x 60"	\$250	\$500

Rates are per week. Weeks run Monday to Sunday.

Poster must be received one week before it is due to go up. Posters can be delivered to ArtsBoston's BosTix Booth at Copley Square Tu-Sa 10a-6p, or Su 11a-4p. Posters can also be mailed to: ArtsBoston, Attn: BosTix Manager, 31 St. James Ave, Suite 360, Boston, MA 02116.