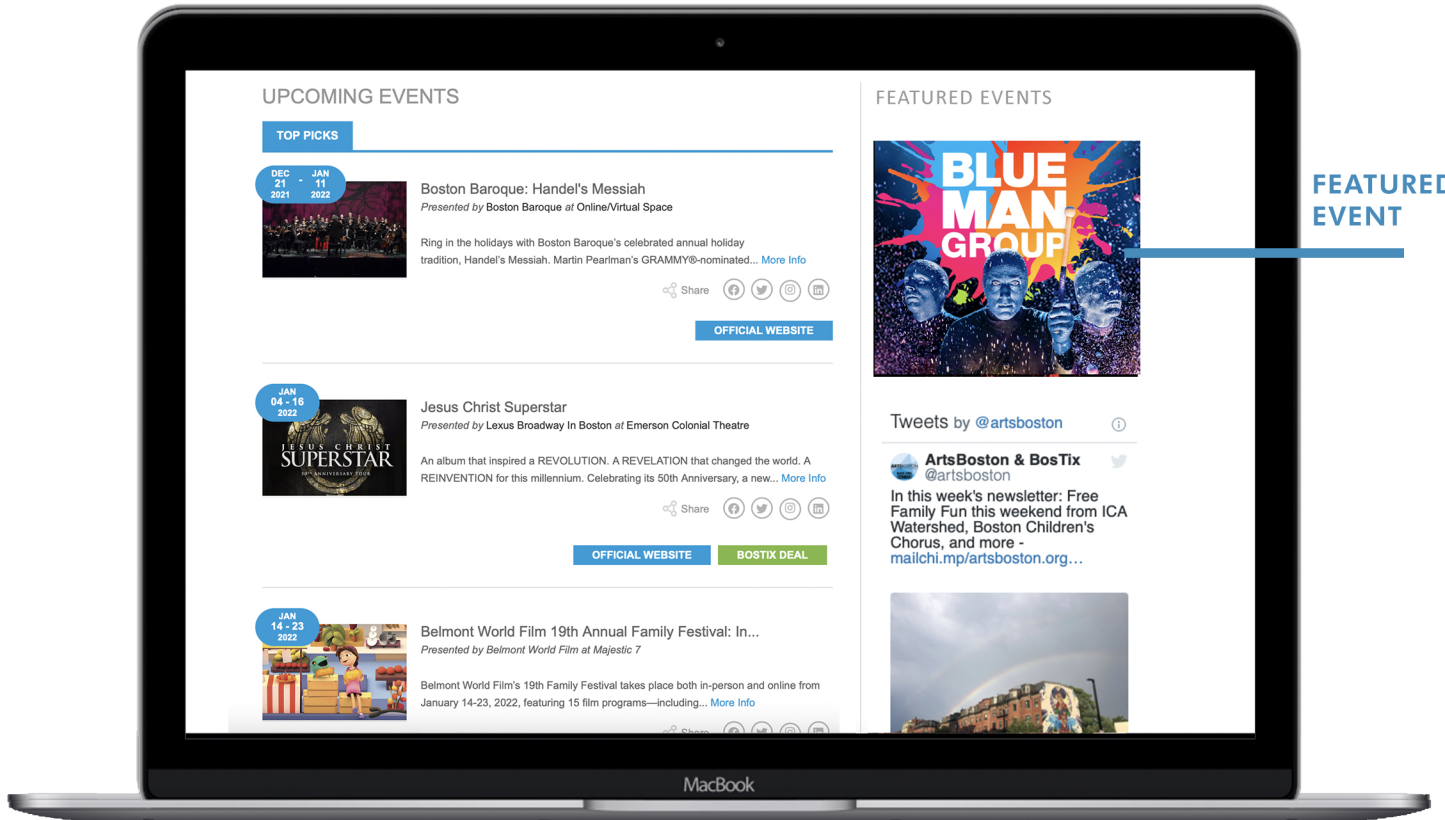


ARTS BOSTON MEDIA KIT



TARGET AN ARTS AUDIENCE

Digital advertising space on the ArtsBoston Calendar provides you premium exposure to your target audience. Advertising your show, event or exhibition on the Calendar places you directly at the fingertips of arts enthusiasts who are looking for what to do, where to go, and what to see.



FEATURED EVENT UNIT

400 x 400 pixels at 72 dpi

Appears on every page of the ArtsBoston Calendar

Links to your event listing



70K UNIQUE USERS PER MONTH



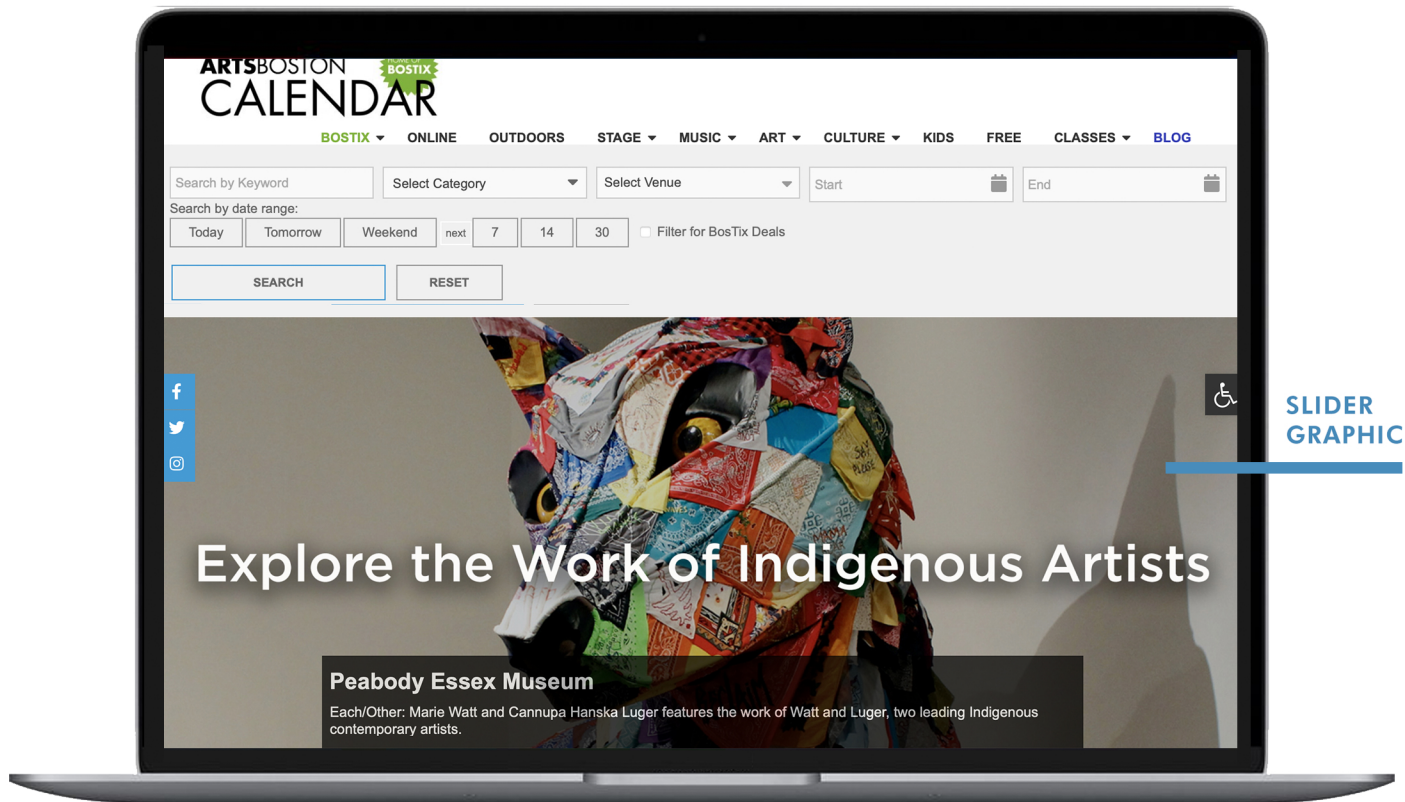
90% TRAFFIC WITHIN GREATER BOSTON



OPTIMIZED FOR MOBILE

PREMIUM EXPOSURE

Get premium “above the fold” exposure on the ArtsBoston Calendar with our homepage slider graphic. The homepage slider graphic is the first thing visitors see when they come to the Calendar.



HOMEPAGE SLIDER GRAPHIC

1920 x 800 pixels wide at 300 dpi / photo only

Premium visibility above the fold

Links to your event listing

Sold weekly



70K UNIQUE USERS PER MONTH



90% TRAFFIC WITHIN GREATER BOSTON

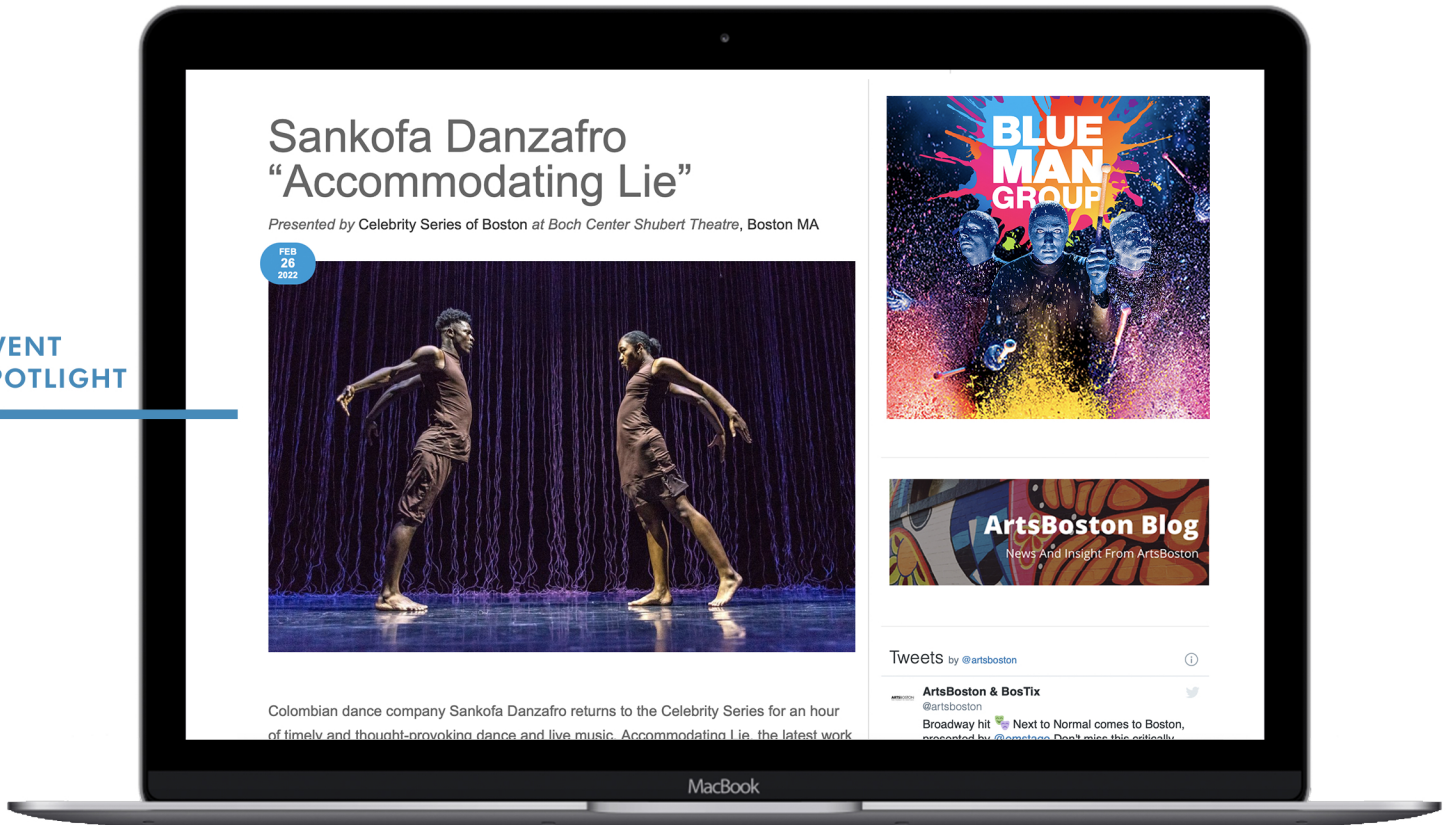


OPTIMIZED FOR MOBILE

SPOTLIGHT YOUR EVENT

Stand out among the crowd with an “above the fold” event spotlight. You’ll be the very first event seen on your event’s category page, plus more than 5x larger than the other events.

EVENT SPOTLIGHT



EVENT SPOTLIGHT

600 x 400 at 300 dpi

Premium exposure on your event category page

Links to your website



70K UNIQUE USERS PER MONTH

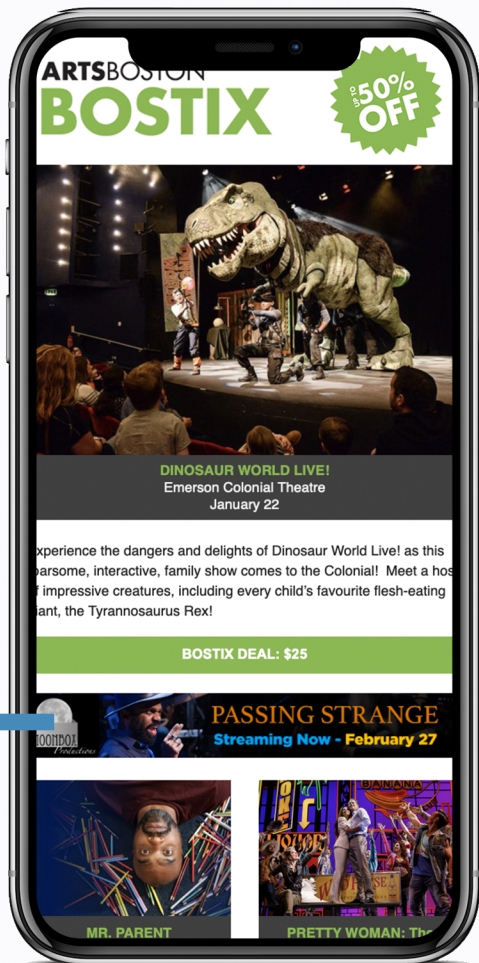


90% TRAFFIC WITHIN GREATER BOSTON



OPTIMIZED FOR MOBILE

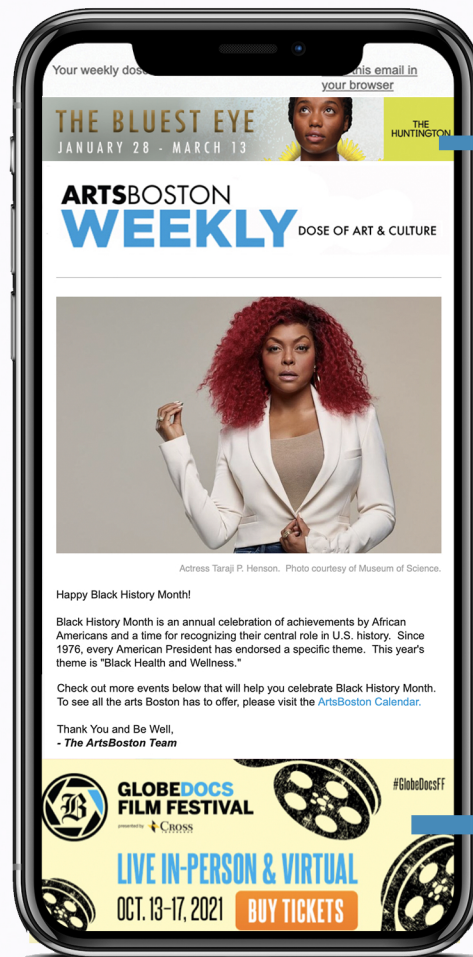
Our BosTix and ArtsBoston Weekly Emails reach a niche audience of arts lovers. The BosTix email offers discounts up to 50% off shows, concerts and more. The ArtsBoston Weekly email features arts news and top events from our member organizations.



BANNER AD

BOSTIX EMAIL

600 x 90 at 72 dpi (banner)
60,000+ subscribers, bi-weekly



BANNER AD

PREMIUM AD

AB WEEKLY EMAIL

600 x 258 pixels at 72 dpi (premium)
600 x 90 at 72 dpi (banner)
25,000+ subscribers, every Tuesday



64K+ SUBSCRIBERS

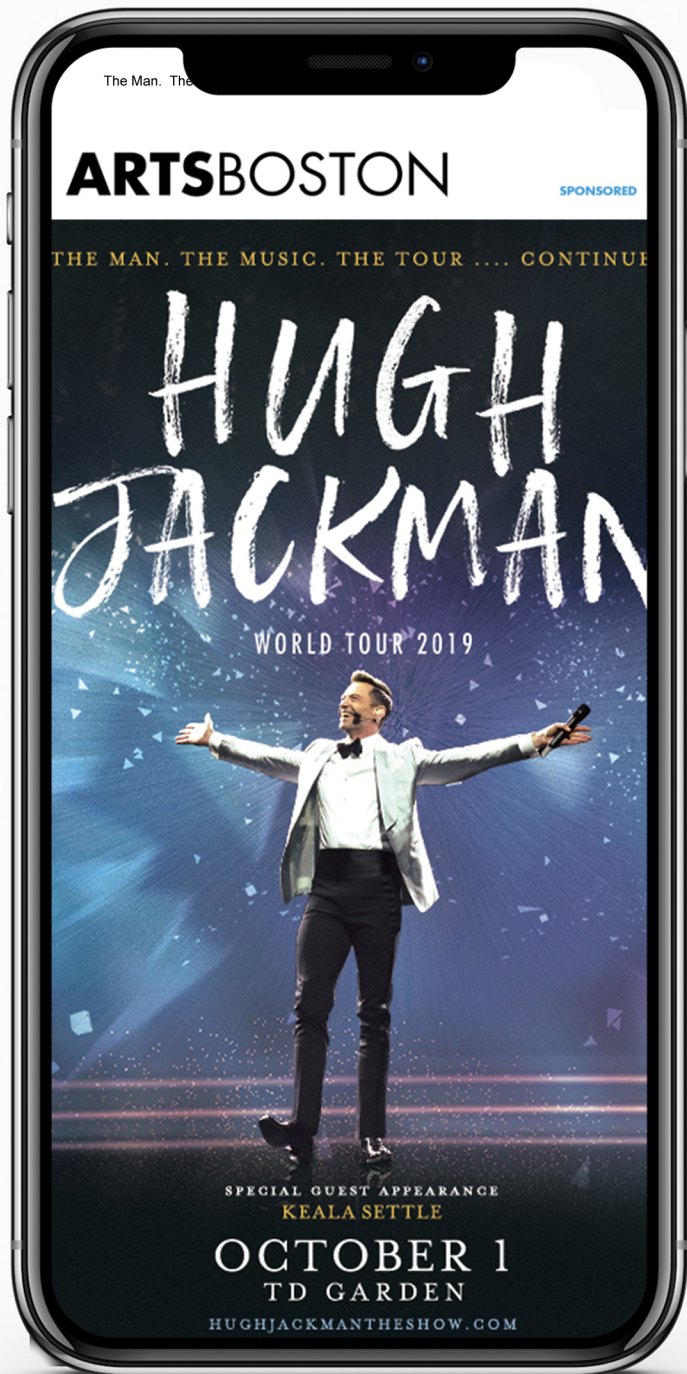


\$70K+ AVERAGE INCOME



73% WOMEN

Our Dedicated Email allows your organization to steal the spotlight and be the star of the show. It's a solo act—the email is dedicated just to you.



DEDICATED EMAIL

600 pixels wide by 800 pixels high at 300 dpi

60,000+ subscribers, weekly



64K+ SUBSCRIBERS



\$70K+ AVERAGE INCOME



73% WOMEN

ARTSBOSTON BOOTHS

Capture the attention of tens of millions of residents and visitors to Boston with our Faneuil Hall and Copley Square booths, situated in Boston’s busiest centers of commerce and tourism. Promote your upcoming performances, exhibits, tours and virtual events with a large poster or work with us on a custom sponsorship designed specifically for you.



FANEUIL BOOTH

Adjacent to historic Faneuil Hall and along the Freedom Trail, Faneuil Hall Marketplace is one of Boston’s top tourist destinations.



1.8 MILLION IMPRESSIONS PER MONTH



20 MILLION VISITORS ANNUALLY

COPLEY BOOTH

Across from the Central Branch of the Boston Public Library, and near Trinity Church, Copley Square features farmers markets, concerts, and festivals.



1.8 MILLION IMPRESSIONS PER MONTH



12 MILLION VISITORS ANNUALLY

PREMIUM AND CUSTOM ADVERTISING

Media mix is important. Here are just a few of the custom ad units and opportunities we can provide with our high visibility booths.



Banner

COPLEY BANNER

360° of visibility in the heart of Boston's Back Bay.



The Wow

FANEUIL HALL: THE WOW

Looking for that “wow” factor? You’ve found it!



Kiosk

The Winner

The Welcome

FANEUIL HALL: THE WINNER

Winners end up on top, and that’s exactly where your organization will be.

FANEUIL HALL: THE WELCOME

Greet booth visitors and passersby with a warm reception at their feet.

FANEUIL HALL KIOSK

Take over two panels or our entire kiosk for premium visibility.

ARTSBOSTON FACEBOOK, TWITTER, AND INSTAGRAM

Work with us to create custom promotions utilizing ArtsBoston’s social media channels.

