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
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

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.)

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.

**NET ADVERTISING RATES**

<table>
<thead>
<tr>
<th>Digital Advertising</th>
<th>Pricing per ad</th>
<th>Monthly</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletter and Website Options</strong></td>
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<tr>
<td>Newsletter Banner Tier 1</td>
<td>$675</td>
<td>$400</td>
<td>600x150</td>
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<tr>
<td>Newsletter Banner Tier 2</td>
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<tr>
<td>Newsletter Banner Tier 3</td>
<td>$250</td>
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<td>600x150</td>
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<tr>
<td>Website Tile Ad (monthly)</td>
<td>$425</td>
<td>$190</td>
<td>270x240</td>
</tr>
<tr>
<td>Job Bank Banner/Webpage and Email (monthly)</td>
<td>$200</td>
<td>$200</td>
<td>780x60 (webpage ad) and 600x150 (email ad)</td>
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**PARTNER:** Inside Arts advertisers earn 12x on digital rates.
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 AD SPECIFICATIONS

Inside Arts Magazine

<table>
<thead>
<tr>
<th>Trim size (in inches)</th>
<th>8.5 x 10.875</th>
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<tbody>
<tr>
<td>FP (Live Area)</td>
<td>7.0 x 10.0</td>
</tr>
<tr>
<td>FP (Bleed)</td>
<td>8.75 x 11.125</td>
</tr>
</tbody>
</table>

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

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<tbody>
<tr>
<td>FP (Live Area/Safety Area)</td>
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<tr>
<td>FP (Bleed)</td>
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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.

Production Questions? Kristen Cooper at 410-324-7700 or kristen.cooper@todaymediacustom.com