

NEW YORK FOUNDATION FOR THE ARTS
MEDIA KIT 2020

ABOUT NYFA

The New York Foundation for the Arts (NYFA) is a nonprofit service organization whose mission is to empower artists, creatives, and cultural organizations across all disciplines at critical stages in their creative lives and development.

YOUR ADVERTISING IMPACT

When you advertise with NYFA, you help us provide the concrete resources that working artists and arts organizations need to thrive.

WAYS YOU CAN PARTNER

Jobs in the Arts

The main national online source of full- and part-time jobs and internships in the arts and culture industry.

Opportunities & Spaces

Comprehensive online directories for nationwide grants, residencies, open calls, studio spaces, and more.

Custom Campaigns

Let us build tailored online advertising packages to connect NYFA's creative community to your organization.

[Email us for more.](#)

AUDIENCE SNAPSHOT

Our boards are frequented by creative thinkers from a variety of industries and backgrounds.

Classifieds Page Views per Month

400,000+

Classifieds Page Views per Year

6 million +

Listings per Week

150+

Followers Across Social Media

194,000+

Newsletter Subscribers

40,000+

Newsletter Open Rate Average

23%

A FEW OF THE INDUSTRIES WE SERVE

Academia • Architecture & Design • Curatorial
Arts of All Disciplines • Media & Tech • Publishing

RATES & SPECS

NYFA Classifieds receives more listings per day than any other arts-focused board. More than 60% of the web traffic to NYFA.org visits these pages.

Classifieds

| | Jobs, Opportunities, & Services | Spaces |
|---------|------------------------------------|---------------|
| 2 Weeks | \$95 (\$155 featured placement) | \$40 (\$55) |
| 4 Weeks | \$175 (\$275) | \$75 (\$105) |
| 8 Weeks | \$315 (\$475) | \$125 (\$175) |

[Contact us for premium bundled pricing.](#)

Website Banners

| | Jobs | Opportunities & Services | Spaces |
|-----------|--------|-----------------------------|--------|
| 1 Month | \$500 | \$450 | \$300 |
| 2 Months | \$850 | \$750 | \$450 |
| 3 Months | \$1125 | \$950 | \$600 |
| 6 Months | \$1800 | \$1400 | \$1050 |
| 12 Months | \$3000 | \$2300 | \$1750 |

180px X 150px - 72dpi, .png; .gif; .jpg; animated gif*

*Animated GIFs must be 30 seconds or shorter with a maximum of 3 loops and 24 fps. Animation must not contain strobing effects. All material submitted is subject to approval.

NEWSLETTER ADS & SPECIAL SERVICES

Take advantage of our other online channels and design expertise.

Newsletter

| Banner | Premium Top Banner | Sponsored Content |
|--|---|--|
| \$1200 | \$1500 | \$1200 |
| 500px X 300px - 72dpi, .png; gif; jpg | 600px X 90px - 72dpi, .png; gif; jpg | 250px X 250px - 72dpi; 5- to 10- word headline; 35-word description; relevant link |

Custom Services

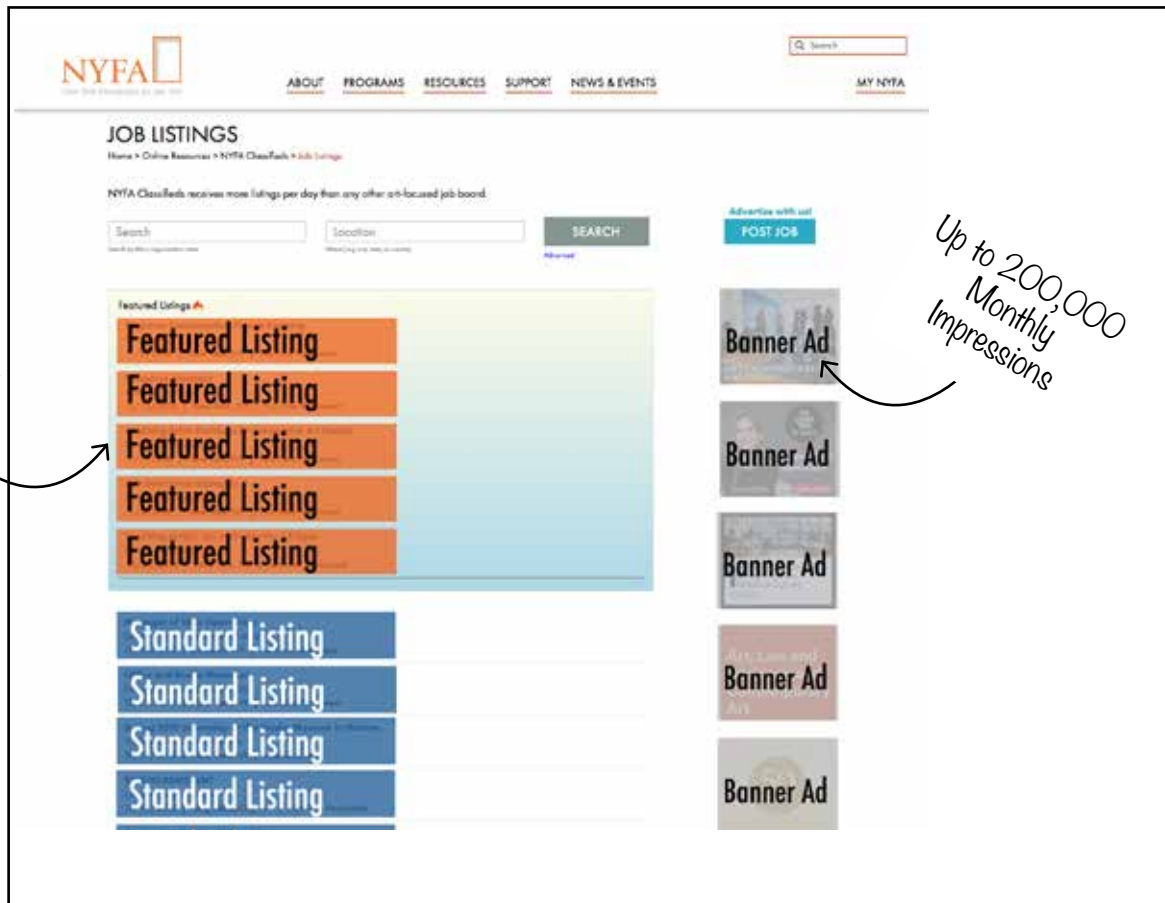
- Social Media & Blog boost (tied to 4-week or 8-week listings, does not include Instagram)
- Sponsored Blog Posts and built in Social Media Package
- Design Services

Don't see what you're looking for? [Tell us about your needs!](#)

SAMPLE ADVERTISING SPACES

For Even More Visibility!

WEBSITE



NEWSLETTER



Have an open call or a vacant studio? List them in our [Opportunities](#) and [Spaces](#) pages!

[Contact us](#) for Social Media Packages, Sponsored Blog Posts, and Design Services.

Engage Our Readers with Your Sponsored Content

OUR REACH

Top 5 Countries, After the U.S.

1. U.K.
2. Canada
3. France
4. Germany
5. Italy

Top 5 U.S. Metro Areas

1. New York
2. Los Angeles
3. Washington, D.C.
4. Philadelphia
5. Boston

Join organizations like:



PHILLIPS



Sotheby's
INSTITUTE OF ART

Yale



"When it comes to finding talent in top cultural institutions, our "go-to" source is NYFA Classifieds. It has been a consistent and reliable means to unearth some of the best job seekers for a diverse range of areas throughout the museum."

Jodi B. Rabinowitz, Head of Talent Acquisition & Organizational Development
THE METROPOLITAN MUSEUM OF ART

Questions? Contact Us:

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