



# New York Foundation for the Arts



## MEDIA KIT 2017/2018

NYFA 

# NYFA provides the concrete resources that working artists and emerging arts organizations need to thrive.

We are a 45-year-old nonprofit service organization with a long and rich history of supporting individual artists and emerging arts organizations at critical points in their creative and professional lives.

Our organization works side-by-side with artists and small cultural organizations to develop strategies for funding, professional development, and information resources that support the creative process, entrepreneurial risk-taking, and infrastructures for emerging, mid-level, and established artists.



David M. Opdyke (Fellow  
in Sculpture '05)

## 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.

### Integrated Programs

Campaigns that engage NYFA's creative community to promote the work of like-minded brands and organizations.

# The NYFA Audience

## WHO IS THE NYFA AUDIENCE?

Our users are artists, arts workers, organizations and businesses, and patrons of the arts from a variety of creative fields, including architecture, advertising, design, film, music, publishing, and the visual, performing, and literary arts.

- 70% are 18-34 years old
- Nearly even male/female
- According to Google Analytics, the audience over-indexes as news junkies, technophiles, home décor enthusiasts, food and drink, and travel, with a special interest in weather

## ABOUT NYFA

- **4 Stars** on Charity Navigator
- **4,440 artists supported** by the Artist Fellowship Program
- **\$60 million in funds raised** through fiscal sponsorship
- **Thousands of artists and arts organizations** supported annually
- **13.6 million** annual page views & **1.2 million** unique visitors
- **32,000 email subscribers** and a nearly **20% email open rate**
- **200,000 followers** across social media

# Rate Sheet

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. Selected listings are also chosen for promotion on the blog and social media.

**Contact NYFA** for custom packages and sponsorship opportunities.

## CLASSIFIEDS

	JOB, 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: [joblist@nyfa.org](mailto:joblist@nyfa.org)

## BANNER AD RATES

(180 px X 150 px)

	JOB	OPPORTUNITIES & SERVICES	SPACES
1 MONTH	\$500	\$450	\$300
3 MONTHS	\$1125	\$950	\$600
6 MONTHS	\$1800	\$1400	\$1050
12 MONTHS	\$3000	\$2300	\$1750

Accepted file types: png, jpeg, gif, and animated gif images\*

## NEWSLETTER

TOP BANNER (580 px X 90 px)	BOTTOM BANNER (580 px X 90 px)	SPONSORED CONTENT** (300 px X 200 px)
\$1200	\$1000	\$1200

Accepted file types: png, jpeg, and 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.

\*\* Sponsored content should align with NYFA's aim to provide resources, opportunities, and services of value to our audience of artists, arts professionals, and arts organizations.

# Job Listings

[Classifieds Home](#)

[POST A JOB](#)

Search

Location

Search

Keyword (e.g. title, organization name)

Where (e.g. city, state, or country)

[Advanced](#)

## Featured Listings

Title	Date	Location	Type
Gallery Sales Yancey Richardson Gallery	8/9/2016	New York, NY	Part Time Temporary
Operations Manager National Children's Chorus	8/15/2016	New York, NY	Full Time Permanent
US OPEN SERVER - HIRING NOW CRAV Restaurant Associates	8/2/2016	New York, NY	Part Time Permanent
Paid Internship Steve McCurry S LLC	8/9/2016	Long Island City, NY	Internship Paid
Associate Director Tolley Gallery	8/4/2016	New York, NY	Part Time Permanent

Featured Listings

Title	Date	Location	Type
Internship at Bridgeman Images Bridgeman Images	8/16/2016	New York, NY	Internship Unpaid
Associate Copy Editor/Writer artnet	8/16/2016	New York, NY	Full Time Permanent
ESTABLISHED CONTEMPORARY ART PROFESSIONAL Aaxis Resouces - Art Placement Specialists	8/16/2016	New York, NY	Full Time Permanent
Landscape designer/gardener Czeck and Webley Landscapes	8/16/2016	Brooklyn, NY	Full Time Temporary
DRAWING & PAINTING PART-TIME INSTRUCTOR AT ART STUDIO Ashcan Studio of Art, inc.	8/16/2016	Little Neck, NY	Part Time Permanent
Special Events & Rentals Coordinator Brooklyn Museum	8/16/2016	Brooklyn, NY	Full Time Permanent
Instructor - Youth Design and Technology 82nd Street Y	8/16/2016	New York, NY	Other
Assistant to the Director Elizabeth Houston Gallery	8/16/2016	New York, NY	Full Time Permanent
COMMUNICATIONS & MARKETING SPECIALIST International Print Center New York	8/16/2016	New York, NY	Full Time Permanent
Teaching Artist D.RE.A.M.I	8/16/2016	BRONX, NY	Part Time Permanent
Coordinator, Diversity and Inclusion American Ballet Theatre	8/15/2016	New York, NY	Full Time Permanent
Membershin Sales and Fundraising			

WEBSITE

Banner Ad

Banner Ad

Banner Ad

Banner Ad

Banner Ad

Banner Ad

Banner Ad

NEWSLETTER



We're looking for artists, photographers, musicians & more.  
We're excited to have opened our applications for 2016-2018 Artist-in-Residence. Made sure you'll get the successful notice of Fellow status next year? Don't forget your best application now.

Artist of all disciplines are invited to our November 11 live screening. [Click Here](#) to [register](#) with The Adams Fund - come along and learn about all your health insurance options before your mid-November deadline.

If you're looking for a job at the moment and would like to work closely with artists, take a look at our [Studio Director Job Opening](#). We post job openings regularly so check our blog for [Current Contact News](#).

**Open Call for New York Artists**  
Apply for a 2016-2018 Artist-in-Residence

Categories are Architecture / Environmental Structures / Design / Choreography / Music / Sound / Photography and Filmmaking / Interdisciplinary Fellowships & \$7,000 (unrestricted grant). Apply yourself and/or share with friends and colleagues.

[Read more & apply now](#)

**AD**

**Free Workshop @ NYFA**  
Every Artist Needs!

The free workshop will provide you with clear guidance on your creative options, and answer all your burning questions. Open to anyone in visual, literary or performing arts, and entertainment on Tuesday, November 16 at 6:00 PM.

[Reserve your seat now](#)

**AD**

**Artist-in-Residence**  
Conversations with experienced artist  
Kathleen Scudlark

Join us on Friday, November 12 at 6:00 PM for this evening conversation with artist Kathleen Scudlark. We will discuss the opening of Studio, an exhibition of published works from over 100 NYFA Artist-in-Residence fellows, featured within a site-specific installation by Anne Murray (Fellow '14), coaxed by David G. Kelly.

[Read more about the exhibition here](#)

**AD**

**Artist Panel**  
All Around The World

This week's event update by NYFA Fellow and faculty advisor, artist, and performance artist, really takes place outside of New York state. We have three artists coming up in Missouri and Hawaii.

[Read about all events here](#)

**AD**

**Sponsored Content**  
Example: Timeline for Sponsored Content

Learn about our all small, independent publishing site. Modern artists movements did not wait for the internet. It's time to start again. Full of small magazines at home provide premium at low cost. Permanent eye.

[Find out more here](#)

# Customized Programs

NYFA works closely with select brands to build custom campaigns, tapping into our network of artists and creative talent. These programs raise awareness for brands among influential creative audiences and to the public, through media relations, special events, and any number of additional activations.

Our international footprint gives like-minded organizations access to artists around the world, and particularly in the United States. We have a diverse community across race, ethnicity, sexual orientation, and gender.

Unlike other organizations and influencers, NYFA only works with brands whose values align with ours and we offer a two month exclusivity window with no additional fee.

## EXAMPLE PARTNERSHIPS

- Co-host an event at NYFA's gallery, featuring commissioned or uncommissioned artists' work
- Invite artists to participate in a competition
- Ask NYFA to curate art for your company or store – our access to local and national artists allows you to tell the story you'd like
- Collaborate with artists on a campaign
- Sponsor a professional development session or series

# Ready to Connect?

Email [joblist@nyfa.org](mailto:joblist@nyfa.org)

20 Jay Street, Suite 740

Brooklyn, NY 11201

P: (212) 366-6900

F: (212) 366-1778

[www.nyfa.org/advertising](http://www.nyfa.org/advertising)

