

NEW YORK FOUNDATION FOR THE ARTS
MEDIA KIT 2019

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

300,000+

Classifieds Page Views per Year

3.5million

Listings per Week

200+

Followers Across Social Media

185,000+

Newsletter Subscribers

39,000+

Newsletter Open Rate Average

20%

A FEW OF THE INDUSTRIES WE SERVE

Academia • Architecture & Design • Arts of All Disciplines • Curatorial • 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 | Sponsored Content |
|---------------------------------------|---|
| \$1200 | \$1200 |
| 500px X 300px - 72dpi, .png; gif; jpg | 250px X 250px - 72dpi; 5- to 10-word headline; 35-word description; relevant link |

Custom Services

- Social Media Promotion (can include Twitter, Instagram, Facebook, and LinkedIn)
- 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

WEBSITE

The screenshot shows the NYFA website's 'JOB LISTINGS' page. At the top, there is a search bar and navigation links for ABOUT, PROGRAMS, RESOURCES, SUPPORT, NEWS & EVENTS, and MY NYFA. Below the search bar, there are search filters for 'Search' and 'Location'. A 'POST JOB' button is visible. The main content area features a 'Featured Listings' section with five orange-bordered cards, each labeled 'Featured Listing'. Below this is a 'Standard Listing' section with four blue-bordered cards. To the right of the listings, there are several 'Banner Ad' spots of various sizes, including one for 'ARTS ADMINISTRATION AND POLICY', 'New York State', 'Material Culture', 'Art, Law and Contemporary Art', and a '50' anniversary banner. A handwritten note 'Up to 200,000 Monthly Impressions' with an arrow points to the top banner ad. Another note 'Boost Your Visibility' with an arrow points to the 'Featured Listings' section.

NEWSLETTER

The screenshot shows the NYFA News newsletter layout. At the top, there is a 'View this email in your browser' link and the 'NYFANEWS' logo. Below the logo is a large grey placeholder for a 'Main Story'. Underneath, there is a 'Main Story' section with a paragraph of placeholder text and an 'Apply Now' button. This is followed by a 'NYFA Top Stories' section with three items of placeholder text and a 'More News' button. A large black box with orange text in the center reads '500 x 300 Banner Ad'. Below this is a 'NYFA Calendar' section with a list of dates and placeholder text. At the bottom, there is a 'Sponsored Content' section with a '250 X 250' placeholder image and a paragraph of placeholder text. Handwritten notes include 'Share Your Deadline, Event, or Program here' with an arrow pointing to the '500 x 300 Banner Ad' and 'Engage Our Readers with Your Sponsored Content' with an arrow pointing to the 'Sponsored Content' section.

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.

OUR REACH

Top 5 Countries, After the U.S.

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

Top 5 US 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



"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:

joblist@nyfa.org

20 Jay Street, Suite 740

Brooklyn, NY 11201

P: (212) 366-6900

F: (212) 366-1778

www.nyfa.org/advertising