

The Arts Beacon

Sponsored Monthly Advertisement Program



We at The Arts Beacon would like to welcome you to our exciting, new aspect of our online experience. It's online advertising, but more local, more permanent, and more connected to the Valley arts community and art scene.

When I started www.theartsbeacon.com more than a year ago, I envisioned an online resource that provided critical reviews of exhibitions, an inclusive calendar of contemporary art events valley wide, and a place for artists to go to find resources and information.

In the last year and a half, we have posted over 150 Gallery Reviews, dozens of interviews with local art practitioners, over two hundred individual Calendar of Event pages, and our Calls for Art page consistently posts over fifty local or national Calls for artwork. We average over 140 unique visitors per day, and boast over 1000 page visits per day. We hold an exclusive position in the valley, being the only source that contains a Valley wide Arts Calendar, Reviews of Exhibitions, and an extensive Calls for Art page all in one, easy to access location. We are the one stop site for Contemporary arts in the Valley.

We have worked hard to make this venture a success, all knowing that the only real way to succeed as an online phenomenon was to eventually sell advertisements on the site. But I really didn't want to fall into a faceless, impersonal online advertising model, especially while creating a website that preached community and connection.

What I wanted was a community advertising model, one in which local businesses, galleries and arts entities were invited to purchase space on the site for their ads instead of letting Google dictate advertisement location. I wanted a model where the space was purchased for specific amounts of time and on specific pages that related to the advertisement instead of a steady rotation of ads based on impersonal factors like recent searches. What I wanted was the original newspaper advertising model, or one close to an Advertising Sponsorship.

We've all seen sponsorships in other venues, The Tostitos Bowl, or the Halftime Show Sponsored by Ford, or John Stewart sponsored by Captain Morgan rum. This made me think, why can't we have The Big Arts Calendar sponsored by YOU?

I would like to invite you to support a resource that supports your community. Look through the packet and think about an Advertising Sponsorship with The Arts Beacon, there are many different plans for pricing included. I will be personally reaching out to you in the next few weeks to walk you through some options for your sponsorship.

Thanks so much

Nic Wiesinger
Founder and Editor in Chief
The Arts Beacon

The Arts Beacon

Artist Website Sponsored Advertisement Program: Details



How it works:

When you decide to begin a sponsorship with The Arts Beacon, you get to decide where and how long you wish to sponsor. You get to choose the specific web page you wish to place your sponsorship with and the amount of time you wish for your sponsorship.

Pages:

Below is a detailed description of each of the types of pages that you can choose to sponsor, with images of where your ad would be located and how it will look on the page. There is also a chart that shows data about how each of the sponsorships work.

Advertisements:

The description below specifies the size of the sponsorship advertisements. If you have any questions about advertisement sizes or creation, feel free to contact us.

Custom Made Ads:

The Arts Beacon is happy to custom create the advertisement for your sponsorship. For only \$40 each we will custom make your ad for your individual sponsorship.

Cycles:

The sponsorships are divided into two week periods, called Cycles. These Cycles match up with First and Third Fridays, so your sponsorship can be paired up with upcoming exhibitions. A complete listing of the Cycles for 2016 is listed below. Be aware, there are five cycles a year that include three weeks instead of two. Because we are sticking with the First/Third Friday method, this is a bonus week for your sponsorship. To deal with the different kinds of web pages that we have, we have named two different types of Cycles, Fixed and Rotating. This merely describes the length of time that the ads will be on the site.

The Arts Beacon Artist Website Sponsorship Program: More Details



Fixed Cycles:

Fixed Cycles are sponsorships that are on pages that include the specific Calendar Days, Reviews of Shows, First and Third Page, etc. These pages have reviews or content that will be most specifically relevant for a shorter amount of time, but your sponsorship will not be transferred to someone else after that time.

If you become a sponsor for the Gallery Review page for the month of July, when the page is archived your sponsorship will stay with that page. It will be the same if you sponsor the Calendar Days Pages or the First and Third page, those ads will not be replaced by anyone else, they are Fixed. This way, pages like the In Case You Missed review of artist lectures or shows will always have your sponsorship attached to them.

Rotating Cycles:

Rotating Cycles are sponsorships that are on pages that include the Home Page, Footers, The Big Arts Calendar Page, and the Calls for Art Page. When you sponsor these pages for your Cycle, the next month they may be purchased by someone else and the sponsorship will rotate to the new sponsor for that Cycle. These Rotating Cycles are placed on the most used and visited pages.

Footers:

The most sought after sponsorships for the The Arts Beacon will be the Footers because these Rotating Cycle sponsorships will be on every page of the website. Wherever people go, they will see your sponsorship at the bottom of the page, so think about this option if you are looking for the most visibility.

Cycles 2016

Cycle Week	Date
Cycle 11:	May 30 - June 12
Cycle 12:	June 13 - June 26
Cycle 13:	June 27 - July 10
Cycle 14: **	July 11 - July 31
Cycle 15:	August 1 - August 14
Cycle 16:	August 15 - August 28
Cycle 17:	August 29 - Sept. 11
Cycle 18: **	Sept 12 - Oct 2
Cycle 19:	Oct. 3 - Oct 16
Cycle 20: **	Oct 17 - Oct 30
Cycle 21:	Oct. 31 - Nov 13
Cycle 22:	Nov. 14 - Nov 27
Cycle 23:	Nov. 28 - Dec. 11
Cycle 24: **	Dec. 12 - Jan 1

Complete Ad Listings 2016

Advertisement Number	Page	Fixed/ Rotating	No. of Ads/ Page	Size/Type	Price
Ad 1	Footer	Rotating	6-Every Page	336x280 square	\$50
Ad 2	Big Arts Calendar	Rotating	3	728x90 horizontal	\$40
Ad 3	Calendar Days	Fixed	1 Horizontal 2 Vertical	728x90 horizontal / 160x610 vertical	\$40
Ad 4	First and Third	Fixed	4	728x90 horizontal	\$40
Ad 5	Gallery Review (Home)	Fixed	3	728x90 horizontal	\$40
Ad 5a	In Case You Missed (Home)	-	-	728x90 horizontal	-
Ad 6	Review of Shows	Fixed	2 Horizontal 3 Vertical	728x90 horizontal / 160x610 vertical	\$50
Ad 6a	In Case You Missed	-	-	728x90 horizontal / 160x610 vertical	-
Ad 7	Calls for Art	Rotating	8	728x90 horizontal	\$40

Footer:

\$50 / Rotating Cycle

Description:

A nearly square shaped ad that runs at the bottom of every page. This price includes the ad for one 2 week cycle.

Number of Ads:

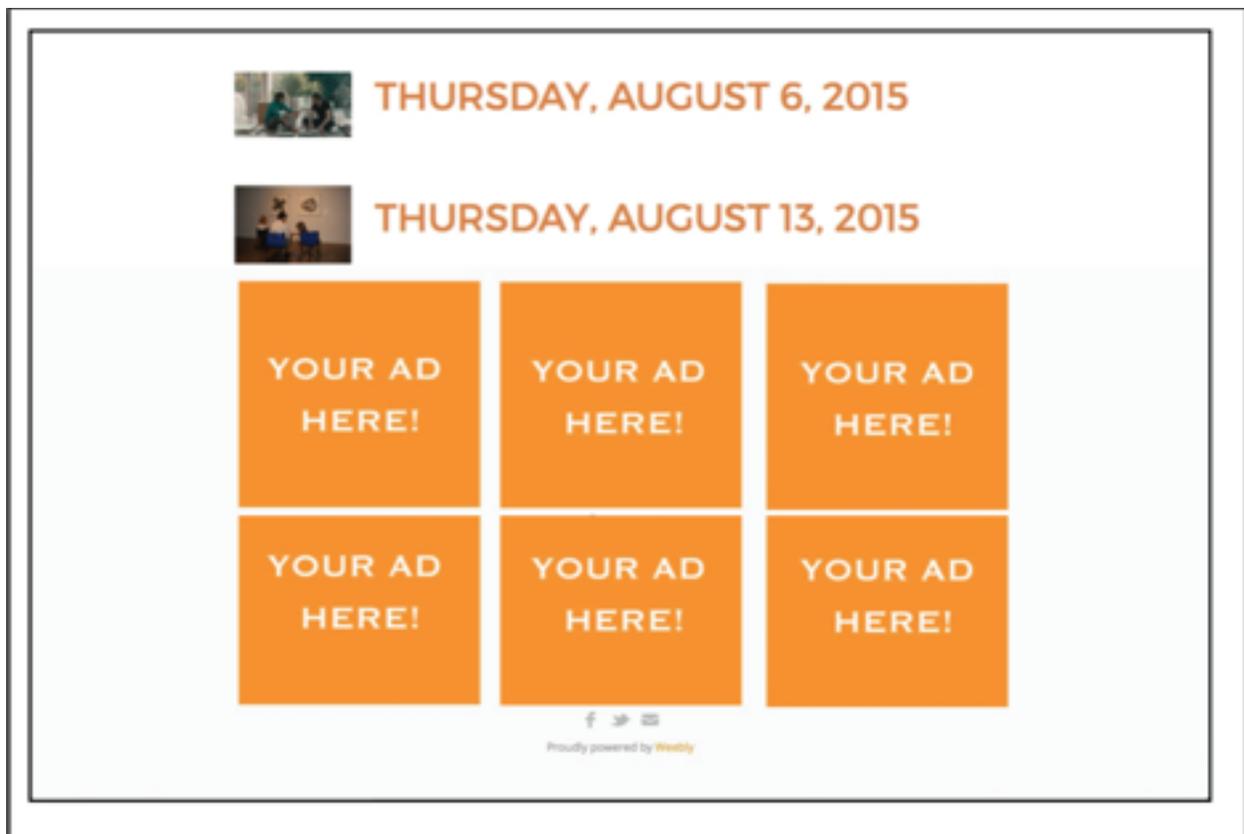
There will be six (6) Footer ads running at the bottom of the page in a two row horizontal orientation. This rate is for one of these six ads.

Benefits:

These ads run on every page, so regardless of what gets people to the site, they will see your ad at the bottom of their page.

Example:

<http://www.theartsbeacon.com/>



Big Arts Calendar:

\$40 / Rotating Cycle

Description:

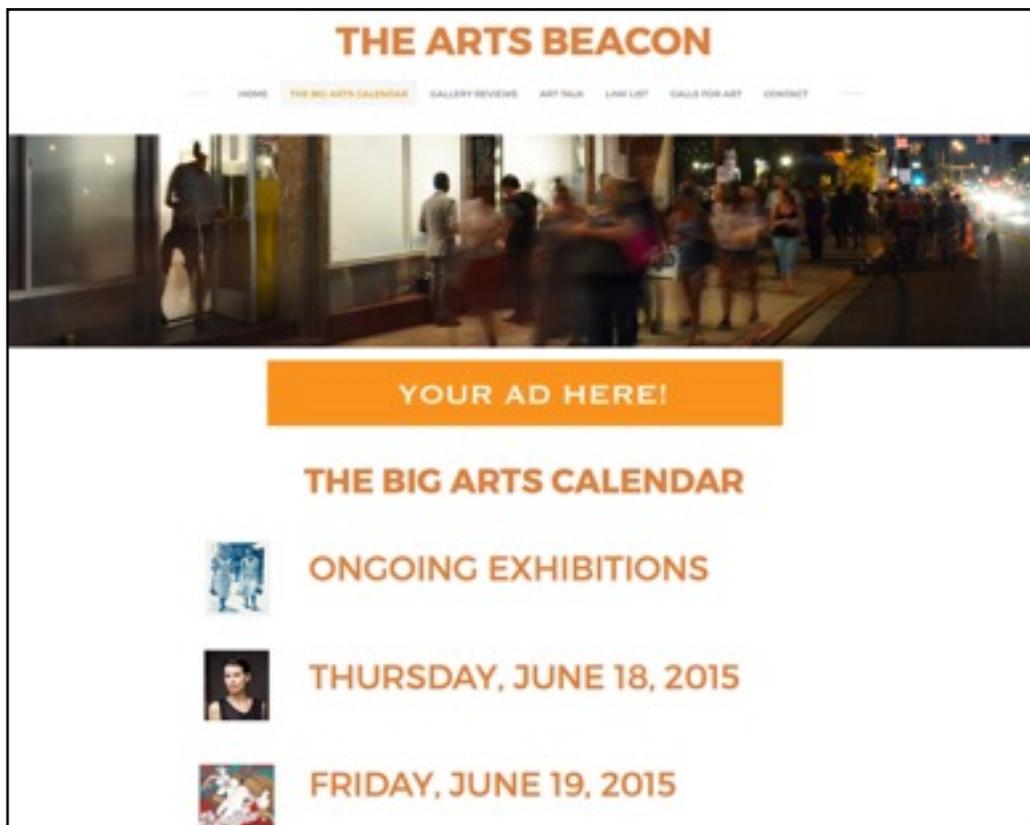
Horizontal ads placed below the Splash picture and navigation buttons, or halfway down the page, or at the bottom of the page.

Number of Ads:

There will be three (3) Big Arts Calendar ads running on the page. This purchase is for one of these three ads.

Benefits:

The Big Arts Calendar is one of the signature pages, attracting people to search through the site to find arts activities throughout the month.



Calendar Days:

\$40 / Fixed Cycle

Description:

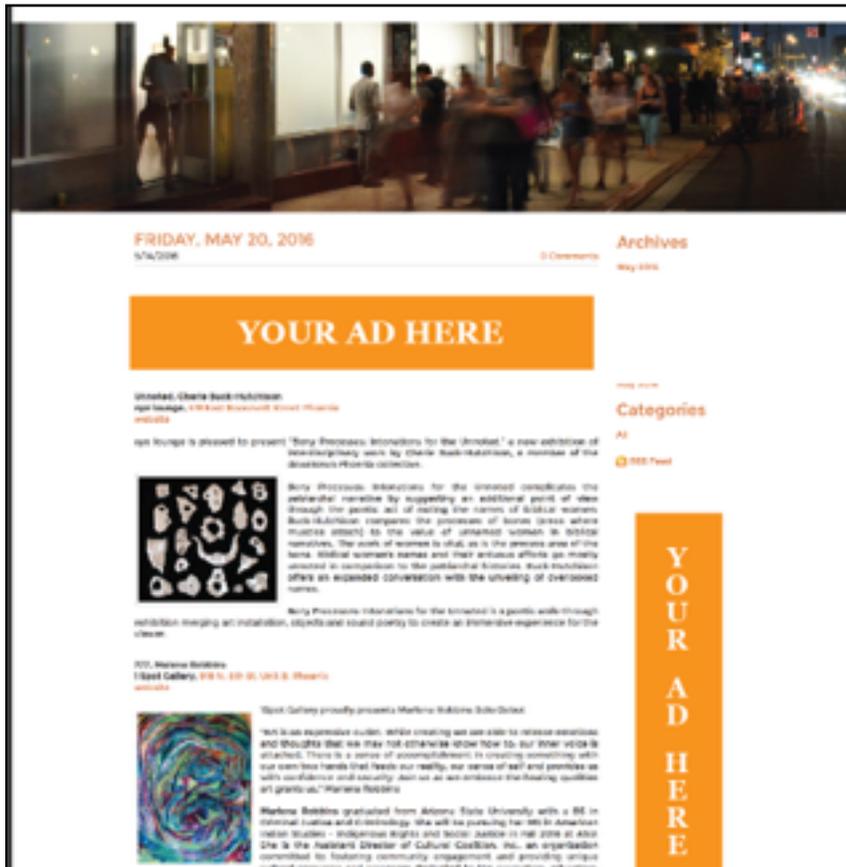
One long, vertical ad or two horizontal ads are placed on each individual day on our Big Arts Calendar.

Number of Ads:

There will be three (3) Calendar Days running one the side of every Calendar Days page. This purchase is for every Calendar Day during the cycle.

Benefits:

This ad is placed on every day throughout the cycle, so if there are calendar events on eight days of the two week cycle, this ad is on the website eight times.



First and Third:

\$40 / Fixed Cycle

Description:

Horizontal ads placed below the Splash picture and navigation buttons, or midway down the page, or at the bottom of the page.

Number of Ads:

There will be a total of four (4) ads running in the breaks of the page (the calendar page displays exhibitions broken down into regions of Phoenix, Scottsdale, and Tempe) of the page per two week cycle.

Benefits:

The First and Third Page is the one stop page for First and Third Friday exhibitions and shows for all the contemporary regions for the valley.

The screenshot shows the website for 'THE ARTS BEACON'. At the top, the title 'THE ARTS BEACON' is displayed in orange. Below it is a navigation menu with links: HOME, THE ARTS CALENDAR, GALLERY REVIEWS, ART TALK, LINK LIST, CALLS FOR ART, and CONTACT. A large photograph of a busy street scene at night is featured. Below the photo is an orange banner with the text 'YOUR AD HERE!'. Underneath the banner, the text reads 'FIRST AND THIRD: JUNE 19, 2015' and 'ROOSEVELT ROW'. The advertisement includes a section for 'Printed Works, Lisa Olson + Terry Prael' and 'Modified Arts, 107 S. Roosevelt St, Phoenix, Arizona'. It features two small images of art prints. The text describes the artists' work, mentioning their use of hand-transferred photographs and their focus on regional landscapes. It also provides biographical information about Terry Prael and Lisa Olson, including their education and professional backgrounds.

Gallery Review (Home)

\$40.00 / Fixed Cycle

also

In Case You Missed It (Home):

Description:

Horizontal ads placed below the Splash picture and navigation buttons, or midway down the page, or at the bottom of the page.

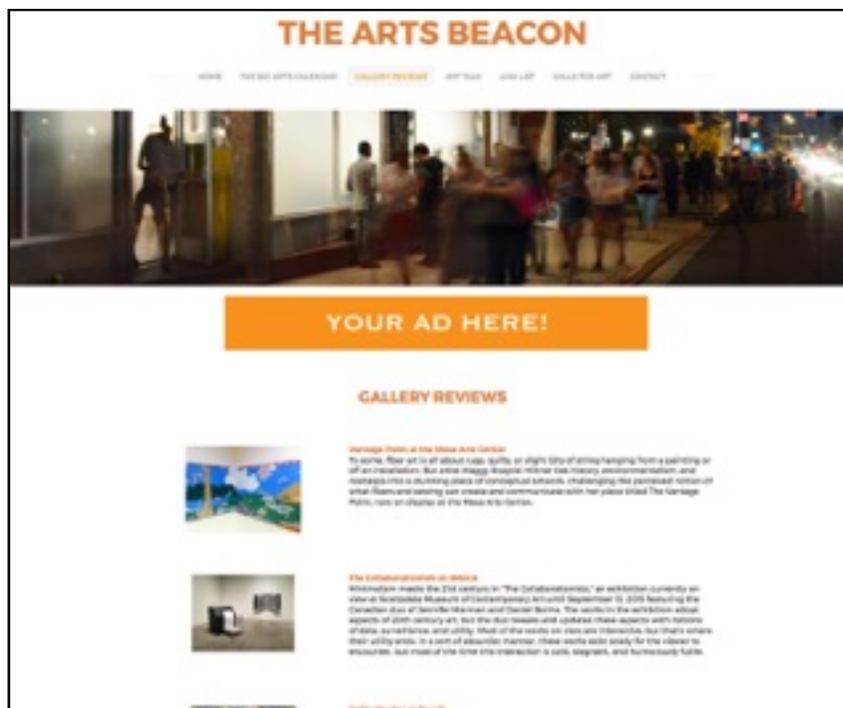
This Advertisement is also good for every In Case You Missed Home page that is utilized during the cycle (if applicable).

Number of Ads:

There will be three (3) ads running per two week cycle.

Benefits:

This navigation page allows readers to move from the home page to link to all the gallery reviews that we post through the month. Because the advertisement also allows advertisement on the In Case You Missed Home page, the ad is seen more often than previously.



Review of Shows

\$40.00 / Fixed Cycle

also

In Case You Missed It

Description:

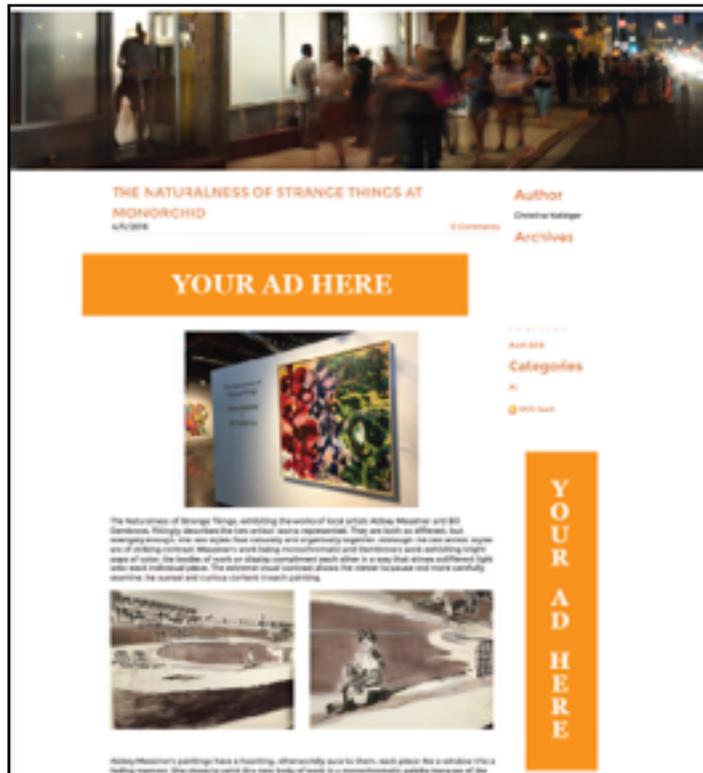
Two horizontal ads are placed at the top and bottom of the page, or long, vertical ads are placed to the right on each individual review of art exhibitions or each In Case You Missed It review during the cycle period.

Number of Ads:

There will be two (2) horizontal Review of Shows ad and three (3) vertical ads running one the side of every Review of Shows page. This purchase is for one of these ads on every Review of Shows and In Case You Missed It during the cycle.

Benefits:

This ad is placed on every review page throughout the cycle, so if there are more than one review during two week cycle (usually there are two per week), this ad is on the website for every review.



Calls for Art:

\$40 / Rotating Cycle

Description:

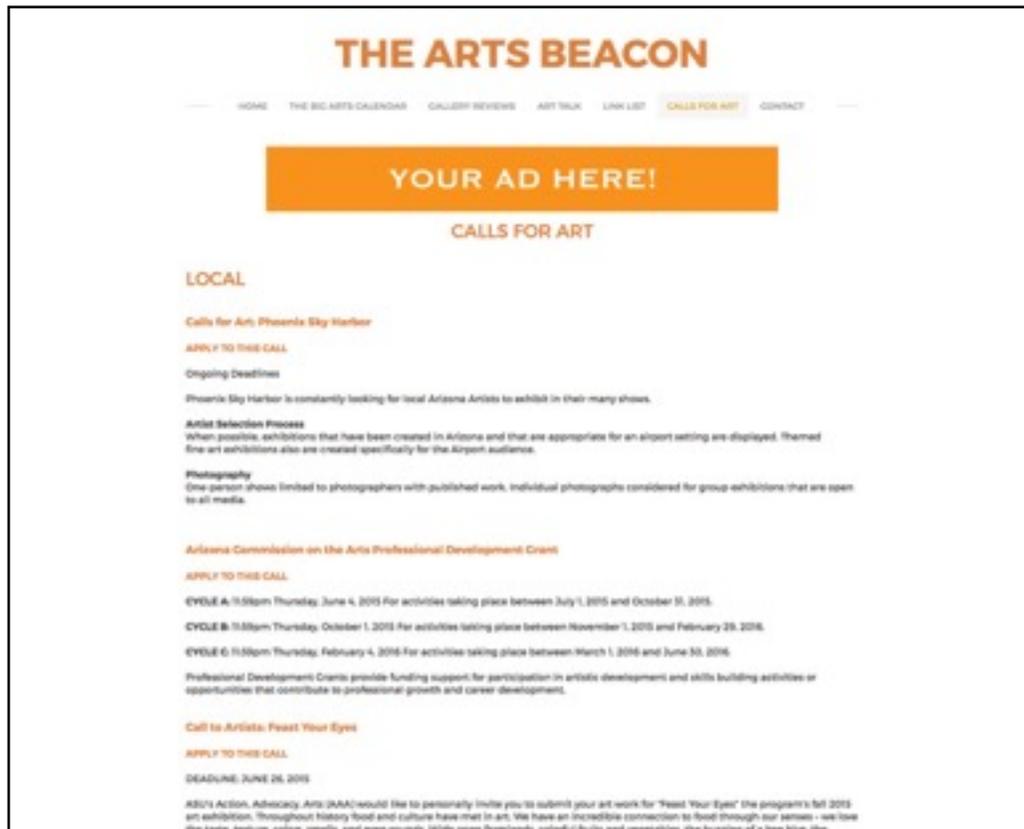
Horizontal ads placed below the navigation buttons, or midway down the page, or at the bottom of the page.

Number of Ads:

There will be one (8) ads running spaced throughout the page per two week cycle.

Benefits:

The Calls for Art Page is one of the most widely viewed page on the site, built to be a one stop resource for artists to search and apply for art either in the valley or beyond. Because of the rotating deadlines for these calls, the page is frequently viewed.



The Arts Beacon
Sponsored Monthly Advertisement Program



Thanks so much for your contribution to making
the arts in the Valley successful and thriving!

Nic Wiesinger
Founder and Editor in Chief
The Arts Beacon

www.theartsbeacon.com

www.theartsbeacon.com