



ARTS  
ADMINISTRATORS  
*of* COLOR

# EMAIL ADVERTISING PROSPECTUS



## ABOUT THIS PROSPECTUS

The Arts Administrators of Color Network's mission is to harness the power of artists, arts administrators, and organizations of people of the global majority to connect and expand BIPOC leadership across the U. S. creative sector.

We are excited to introduce ways for you to partner with us and increase visibility for your organization, products, or services. In this advertising prospectus, you'll find a number of options to begin engaging with our robust community. We anticipate expanding this prospectus to include website, editorial, and event-specific advertising opportunities in the coming months.



## OUR COMMUNITY

### WHO THEY ARE

Black, Indigenous, People of Color (BIPOC) or global majority individual artists, executive arts leaders, mid and early career arts administrators, arts educators, undergraduate and graduate students, arts and culture advocates, funders activated by our mission.

### WHAT THEY'RE LOOKING FOR

Professional development, products to support organizational growth, thought leadership, networking and community-building, grant and funding opportunities, technology solutions, consulting services, and more.

### OUR MARKETING REACH

19,000+ email subscribers





## VISIBILITY OPPORTUNITIES

### MONTHLY NEWSLETTER

AAC's monthly email is sent once every month to over 19,000+ subscribers with an average open rate between 45-55%, well above the industry average. This monthly email contains both AAC-specific announcements but also field opportunities and other relevant news.

### PLACEMENT OPTIONS INCLUDE:

	Dimensions	Pricing
Header Banner Ad	600x200	\$400 per email placement
Inline Banner Ad	600x150	\$300 per email placement
Footer Banner Ad	600x150	\$200 per email placement



## VISIBILITY OPPORTUNITIES

### SPONSORED EMAILS

Take advantage of your own personalized email to our full list of over 20,000+ subscribers. With this visibility opportunity, you'll be able to work with AAC staff to develop an exclusive email that is curated specifically for our audiences, including a combination of links, photos, and text. We'll work with you to determine the best date to send your sponsored email ensuring maximum visibility.

### PLACEMENT OPTIONS INCLUDE:

	Pricing
(1) Sponsored Email	\$1,000 per email

*Arts Administrators of Color Network limits the number of sponsored emails per calendar year.*



## VISIBILITY OPPORTUNITIES

### EMAIL ADVERTISING: CUSTOM PACKAGING

Interested in all of our opportunities? Let's chat! We are happy to create custom packages that span both monthly newsletter placement and sponsored emails. We can also explore recurring placement over an extended period of time to increase exposure. Please reach out to [ehawthorne@aacdmv.org](mailto:ehawthorne@aacdmv.org) to learn more!

*Arts Administrators of Color Network will review all requests for this email advertising to ensure values alignment with any organization, product, or service being featured.*