IN PRINT | ONLINE | E-COMMUNICATIONS

Conference-focused and year-round opportunities to connect with your customers in the APAP community.

**IN PRINT**
- Inside Arts
  - Official Magazine of the Association of Performing Arts Professionals (APAP)
- Annual Conference Program & Showcase Listing Guide
  - Official Program for APAP|NYC, the World’s Premier Performing Arts Marketplace

**ONLINE**
- APAP website
  - High-Traffic Website for APAP|NYC Conference and APAP’s Year-Round Programs and Services
- APAP Job Bank
  - Industry Job Posting Site Targeted to a Career-Focused Audience

**E-COMMUNICATIONS**
- Spotlights
  - APAP’s Year-Round, Well-Read Bi-Weekly Member Newsletter
- Conference E-News
  - APAP’s High-Value, Bi-Weekly Newsletter Focused on the APAP|NYC Annual Conference
Inside Arts Magazine
- Mailed quarterly to members, plus bonus distribution at regional performing arts industry events and at APAP | NYC, APAP’s annual membership conference. Average readers per issue: 5,000+.
- Digital edition sent to all staff of member organizations. Offers live links to websites listed in your advertisement.
- FALL 2018: Mailed August 2018 and distributed at regional conferences
- CONFERENCE 2019: Mailed December 2018 and available on-site
- SPRING 2019: Mailed March 2019
- SUMMER 2019 “The Knowledge Issue”: Mailed June 2019

APAP | NYC Annual Conference Program & Showcase Listing Guide
- A 200+ page guide, distributed to attendees during APAP’s five-day, annual membership conference, January 4-8, 2019.
- Includes complete schedule of professional development sessions and special events.
- Features guide to hundreds of artist showcases, including descriptions and booking contacts.
- Ask about the mobile app add-on for additional reach and savings! (Limited supply, first-come, first-served.)

IN PRINT
Striking four-color design and relevant content provide an outstanding environment for your marketing message.

APAP | NYC Program & Showcase Listing Guide NET ADVERTISING RATES
Registered Conference Attendees Only
- Program Section
  Only 10 positions available $2,200
- Showcase Listings Section
  Limited availability $1,950

PREMIUM POSITIONS
- Cover 4 (back cover) $4,000
- Cover 2 (inside front cover) $3,000
- Cover 3 (inside back cover) $2,600
- Section Divider $2,600

No other marketing channels REACH THIS AUDIENCE so effectively!
**Spotlights E-Newsletter**
- Distributed to all APAP members, over 4,000 recipients.
- Packed with vital news on funding opportunities, job postings, APAP programs and industry news.
- E-mailed 24 times each year on the 2nd and 4th Tuesdays of each month.

**APAP | NYC Conference E-News**
- Distributed to all APAP members and conference attendees, over 6,000 recipients.
- Essential information about the world’s leading industry convening for networking, professional development and performance showcases.
- E-mailed 12 times per year, on the 1st and 3rd Tuesdays of the month from August through January.
- NEW! Ask about an exclusive E-News sponsorship.

**E-COMMUNICATIONS**

**ONLINE**

**Gina Chavez Showcase**

**Sonya Tayeh Showcase**

**APAP Website**
- APAP’s newly redesigned, mobile-optimized website has more than three-quarters of a million pageviews.
- It’s the one-stop online source for everything APAP, including essential information on the APAP|NYC conference, APAP membership benefits, programs and services.
- Prominent tile advertising rotated with a maximum of four APAP partners.
- NEW! Reach career-focused professionals with targeted banner ads in the APAP Job Bank. Ask for details and package options.

**NET ADVERTISING RATES per issue**

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<tr>
<th>Placement Based on Two-Tiers — 180x150 pixels</th>
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<tr>
<td>Tier 1</td>
<td>Tier 2</td>
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<tr>
<td>Peak (Oct-Jan)</td>
<td>Regular (Feb-Sept)</td>
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<tr>
<td>$325</td>
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<tr>
<td>Regular (Oct-Jan)</td>
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<tr>
<td>$255</td>
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</tr>
<tr>
<td>Monthly (12x)</td>
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<tr>
<td>$225</td>
<td>$125</td>
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<tr>
<td>Year-Round (24x)</td>
<td>Year-Round (24x)</td>
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<td>$165</td>
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**NET ADVERTISING RATES per month**

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Ask about digital package discounts, when advertising in both APAP’s eCommunications and website.

**preferred PARTNER:** Inside Arts advertisers earn 12x on digital rates.
ABOUT APAP

The Association of Performing Arts Professionals (APAP) is the national service, advocacy and membership organization for professionals in the performing arts presenting and touring industry.

Producer of the world’s leading performing arts conference and marketplace.

National and worldwide membership. Conference attendees from 49 U.S. states and more than 29 countries.

Members include managers with the budget and authority to book performers and buy products and services for their venues.

Learn more about APAP and APAP|NYC and the benefits of advertising and sponsorship here.

PRINT AD SPECIFICATIONS

Inside Arts Magazine

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<tr>
<td>FP (Bleed)</td>
<td>8.75 x 11.125</td>
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<tr>
<td>2-page spread</td>
<td>set up as 2FP bleed</td>
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<tr>
<td>2/3 Vertical</td>
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<tr>
<td>1/2 Horizontal</td>
<td>7.0 x 4.875</td>
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<tr>
<td>1/3 Vertical</td>
<td>2.125 x 10.0</td>
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APAP | NYC Conference Program & Showcase Listing Guide

Full-page, Spiral-bound, 4-color ads only

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<tr>
<td>FP (Bleed)</td>
<td>6.625 x 8.5</td>
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Proofs: All ads should be accompanied by a hard copy proof. Laser or ink jet proofs are acceptable for content only. Rainbow, Iris or equivalent color proof required for accurate color reproduction.

Unacceptable Applications: Quark XPress, Adobe PageMaker, Microsoft Publisher, Corel Draw, Microsoft Word, Excel and PowerPoint cannot be accepted as camera-ready formats.

ADVERTISING REQUIREMENTS

HIGH RESOLUTION PDF –
Preferred Format: Use Adobe PDF preset PDF/X1a or Press Quality. Please make sure PDF files are Acrobat 5 compatible, 300 DPI, CMYK or gray scale and that fonts are embedded.


Graphics: Must be CMYK or gray scale, no RGB, Spot or Pantone colors. Images must be 300 DPI. Flattened TIFF files preferred. When sending EPS files, please turn text to outlines or send fonts.

Proofs: All ads should be accompanied by a hard copy proof. Laser or ink jet proofs are acceptable for content only. Rainbow, Iris or equivalent color proof required for accurate color reproduction.

Unacceptable Applications: Quark XPress, Adobe PageMaker, Microsoft Publisher, Corel Draw, Microsoft Word, Excel and PowerPoint cannot be accepted as camera-ready formats.

Today Media Custom can help you design your ad for a nominal fee.

Production Questions? Kristen Cooper at 410-324-7700 or kristen.cooper@todaymediacustom.com

Fall '18     Conference '19     APAP | NYC Program     Spring '19     Summer '19
Ad Reservations Due 6/15/18 10/5/18 11/8/18 1/29/19 4/19/19
Materials Due 6/29/18 10/17/18 11/15/18 2/12/19 5/3/19
Publication Date August 2018 December 2018 January 2019 March 2019 June 2019

All photos: Adam Kissick/APAP