

APAP Presenting Matters

REACH

4,500

PROFESSIONALS WHO REPRESENT THE NATION'S LEADING PERFORMING ARTS CENTERS

EVERY WEEK

MEDIA KIT



The screenshot shows the APAP website with several articles and ads. The main navigation bar includes 'Home', 'About', 'Online Store', 'Job Bank', and 'Contact'. The date is 'May 12, 2011'. The main content area features articles such as 'Concert promoters get crafty to attract budget-conscious fans to shows', 'New NEA guidelines released', and 'Interim leadership plan & update from APAP Future Working Group and Board of Directors'. There are also several advertisements, including one for 'VENDINI' with the headline 'FRESH IDEAS FUELED BY THE LATEST TECHNOLOGY', and another for 'WONDERWORLD ENTERTAINMENT' with the headline 'Journey into the creative power of imagination for an awe-inspiring experience'. The website footer contains contact information for APAP Presenting Matters and a 'Powered by MULTIMEDIA' logo.



ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

CALLOUT TEXT

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

G CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 4,500 professionals who represent the nation's leading performing arts centers (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
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Current Promotion
\$2250

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

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THE APAP PRESENTING MATTERS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PROFESSIONALS WHO REPRESENT THE NATION'S LEADING PERFORMING ARTS CENTERS, TALENT MANAGERS, TOURING COMPANIES, AND NATIONAL CONSULTING PRACTICES THAT SERVE THE FIELD, AND A GROWING ROSTER OF SELF-PRESENTING ARTISTS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of professionals dedicated to developing and supporting a robust performing arts presenting field and professionals who work within that field. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

APAP Presenting Matters
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN APAP Presenting Matters:



CREDIBLE SOURCE

For over 53 years, our members have turned to the association as the informational authority of the industry. Advertising in APAP Presenting Matters solidifies your place among weekly information provided to APAP members.



TARGETED DISTRIBUTION

Advertising in APAP Presenting Matters allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to APAP Presenting Matters have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, APAP Presenting Matters ensures your ad will be seen every week by our 4,500 subscribers.



AFFORDABLE

Advertising in APAP Presenting Matters is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of APAP Presenting Matters has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in APAP Presenting Matters.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.