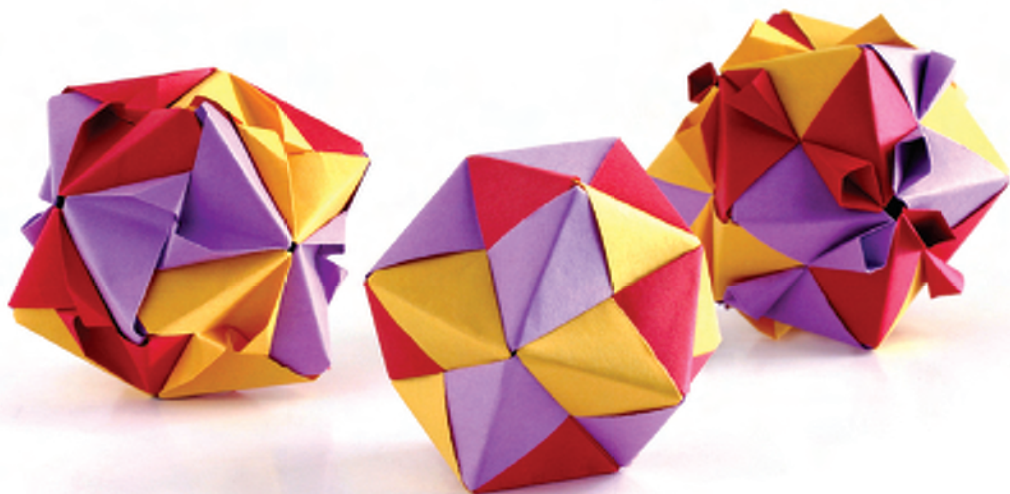


ARTS  
PROFESSIONAL



# ADVERTISING SOLUTIONS FOR THE ARTS

T: 01223 200200

F: 01223 200201

E: [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk)

Twitter: @ArtsPro and @ArtsJobFinder

[www.artsprofessional.co.uk](http://www.artsprofessional.co.uk)

[www.artsjobfinder.co.uk](http://www.artsjobfinder.co.uk)

ARTS  
JOB FINDER

**APe-mail**

# ArtsProfessional – the first choice for people working in the arts

## Maximise your media impact across web, email and print

When it comes to the UK arts sector – we have it covered. ArtsProfessional has a **readership of 22,500** (source: AP readership survey 2008), **50,000 unique visitors to our websites each month** (source: urchin statistics) and nearly **27,000 self-registered recipients of our regular email bulletins.**

“ArtsProfessional is an essential part of our recruitment advertising, always delivering a high number of well-qualified candidates.”

Marilyn Stolz, HR Manager, Welsh National Opera

“ArtsProfessional is an integral part of the recruitment process for any of our management positions. We always receive top quality applicants, it’s a pleasure to deal with everyone at ‘The AP’, and the rates are extremely competitive.”

Laurie Piper, Marketing Manager,  
Eden Court, Inverness

## \* THE FACTS

**83% of readers believe that ArtsProfessional magazine is a great place to look for jobs in the arts**

73% of readers have looked at jobs at [www.artsjobfinder.co.uk](http://www.artsjobfinder.co.uk)

**93% of readers find the recruitment section of ArtsProfessional interesting**

57% of our readers are in a management position

**43% of readers have worked in the arts for more than 10 years**

\*source: AP readership survey 2008

## Our knowledgeable team offers a tailored, personal service, great value and outstanding quality recruitment advertising:

- Three ways of targeting your audience – via print, email and web – for the price of one.
- About one-third of the cost of advertising in the arts section of national newspapers.
- **New in 2010:** If you run your recruitment advertisement in two consecutive issues of ArtsProfessional you receive a discount of 50% on the second entry.
- **New in 2010:** If, for whatever reason, you do not make an appointment, we will repeat your recruitment advertisement within 3 months at half price. If you still don't fill the vacancy we'll continue to run your advertisement until you do - for free.
- Paul or Tricia work with you through every stage, using their detailed knowledge of the current market to help you attract the best candidates.
- We provide a range of flexible enhancements which consistently exceed customer expectations.

"[we use] ArtsProfessional for both recruitment and company advertising because it gets the right message to the right people every time."

Christopher Goodhart, Managing Director,  
Blackbaud Europe



**Paul Minett,**  
Sales & Operations  
Manager

Paul has worked at ArtsProfessional for over 5 years, and is skilled in using his sector knowledge in the best interests of our clients. 'Most of my day revolves around planning how I can make my clients advertising work harder for them. Working across print, email and the web gives us scope to provide a personalised service to clients.'



**Tricia Bush,**  
Sales Executive

With more than twenty years' experience to draw on, Tricia puts a lot of emphasis on customer care. 'I've worked in big organisations, and so many of them are impersonal and target-driven. I like this role because I have the opportunity to develop relationships with clients and work with really interesting people.'



**Isla Jordan,**  
Designer

Isla has worked in design for a decade and joined ArtsProfessional in 2009. 'Good design has the potential to draw and hold the eye' she believes. 'I like using colour and images to convey values and energy that can be difficult to put across with words alone.'

# Recruitment Advertising Print and Online

We pride ourselves on providing a bespoke recruitment advertising service. We place great emphasis on understanding your goals, and share our knowledge and expertise to help you achieve them.

Please phone us on 01223 200200 or email us at [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) so we can start that dialogue.

## Rates

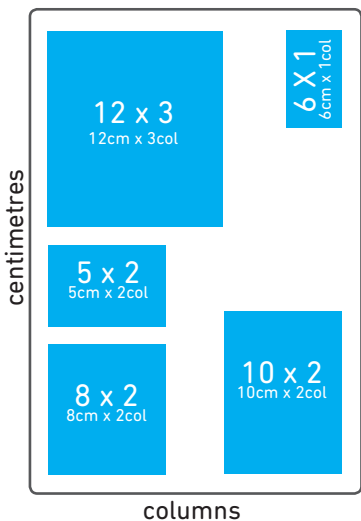
**£35.50 per single column centimetre. For colour advertisements add 10%.**

All recruitment adverts booked into ArtsProfessional magazine include a basic website and email recruitment package (see following page) at no extra charge.

## Sizing guide

Working out the size of your advertisement is actually very simple. You just need to decide the width (number of columns) and multiply this by the height (in centimetres).

The price is calculated by how many column centimetres of space your advert takes up. You may find the grid below some assistance. Alternatively email your advert text to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) and we'll suggest some sizes.



1 col (34mm)      4 col (149.5mm)  
2 col (72.5mm)    5 col (188mm)  
3 col (111m)

## Popular sizes

6cm x 1 col	£213	10cm x 2 col	£710
5cm x 2 col	£355	10cm x 3 col	£1,065
8cm x 2 col	£568	12cm x 3 col	£1,278

## Online upgrades

Choose from a menu of enhancements to further raise the profile of your recruitment advertisement:

Add additional text to your online listing - **£50**

Upgrade to Enhanced Online Package - **£100**

Upgrade to Premium Online Package - **£200**  
(see following page for online packages)

## Discounts

**New in 2010:** If you run your recruitment advertisement in two consecutive issues of ArtsProfessional you receive a discount of 50% on the second entry.

**New in 2010:** If, for whatever reason, you do not make an appointment, we will repeat your recruitment advertisement within 3 months at half price. If you still don't fill the vacancy we'll continue to run your advertisement until you do - for free.

## Deadlines

ArtsProfessional is published every three weeks (16 issues per year – no issue mid-August or late December). The deadline for booking and receipt of raw copy is Tuesday prior to publication. Digital artwork is required by 12 noon Wednesday prior to publication.

## Design and Typesetting

We offer a complimentary design service and are happy to provide layout, sizing and editing advice to help you maximize the impact of your advertisement. Please email the text of your advert to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk).

Mechanical data for completed artwork is included on the back page of this publication.

# Recruitment advertising Online Only

We offer a range of online packages to attract applicants for your vacancies via the ArtsJobFinder website and email newsletters. All recruitment adverts booked into ArtsProfessional magazine include a basic online listing free of charge.

	Duration		
	Up to 1 week	Up to 2 weeks	Up to 6 weeks
<b>Basic*</b>	£250	£350	£395
<b>Enhanced</b>	£350	£450	£495
<b>Premium</b>	£450	£550	£595

## Jobs advertised online only are charged per vacancy.

\*Basic online listing included free of charge with every job ad booked into AP magazine.

	Premium	Enhanced	Basic
Appears as featured job on ArtsProfessional website	✓		
Positioned next to editorial in subscriber newsletters	✓		
Shared on ArtsProfessional's Twitter, @ArtsPro	✓		
Job of the week on ArtsJobFinder email (1 edition)	✓	✓	
Appears as featured job on ArtsJobFinder website	✓	✓	
Listed above basic jobs on all email newsletters	✓	✓	
Shared on our jobs feed Twitter, @ArtsJobFinder	✓	✓	✓
Appears on all APe-mail newsletter emails	✓	✓	✓
Appears on all ArtsJobFinder emails	✓	✓	✓
Text listing plus logo	✓	✓	✓

## Jargon buster

**Enhanced Package** – increase the application response rate with extra features designed to make your ad more prominent. **Premium Package** – the best people are not always actively job-seeking, and you can reach them with these features that link your ad to editorial.

**Featured Jobs** – An online 'super button' display ad that drives additional traffic to your vacancy. Featured jobs appear highlighted on the website and are listed above basic job listings on email newsletters.

**APe-mail and ArtsJobFinder email newsletters** reach nearly 27,000 job seekers in the arts. @ArtsJobFinder has 1,000 followers on Twitter. @ArtsPro has a further 3,000 followers.

**Job of the week** – a headline standalone ad on ArtsJobFinder email. On average a job of the week will receive an additional 150 clicks.

# Invitations to Tender

You can place your invitation to tender in the main body of the magazine or in the recruitment section, and we will feature your ad on the [ArtsJobFinder website and email bulletins](#).

## Rates

Please add 10% for colour. (All dimensions are height x width)

Eighth page	£350	(64mm x 93mm)	Half page	£850	(132mm x 190mm)
Quarter page	£550	(132mm x 93mm)	Full page	£1,450	(270mm x 190mm)
Recruitment section rates: £35.50 per single column centimetre					

# Display Advertising

Display advertising in ArtsProfessional magazine provides a cost-effective opportunity to tell the sector about your products, services, events and conferences. We can accommodate landscape or portrait ads, as well as banners, so please telephone Paul on 01223 200200 or email [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) to discuss your requirements.

## Rates

Please add 10% for colour.

Eighth page	£290	(64mm x 93mm)
Quarter page	£450	(132mm x 93mm)
Half page	£750	(132mm x 190mm)
Full page	£1,300	(270mm x 190mm)



## Upgrades

Choose from a menu of enhancements to further raise the profile of your advertisement:

**Super button** display ad on [www.artsprofessional.co.uk](http://www.artsprofessional.co.uk) for two weeks

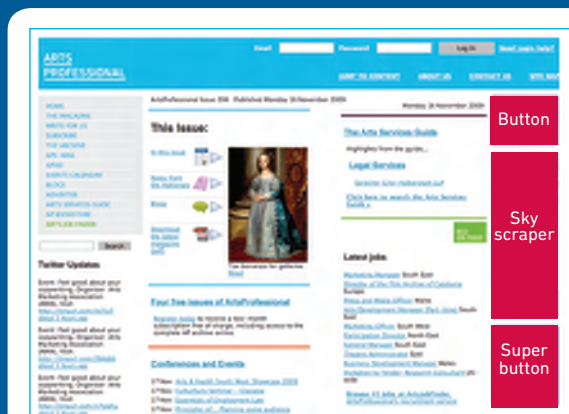
**Super button** display ad on email bulletins for two weeks

**Enhanced entry in the monthly listings page** (events only)

**One upgrade:** £100 **Any two upgrades:** £180 **All three upgrades:** £240

# Web Advertising

[www.artspromotional.co.uk](http://www.artspromotional.co.uk) is a focal point for news, views and debate in the sector. We offer prominent 'button' spaces down the right-hand side which reach around 50,000 unique visitors each month. (source: urchin web statistics)



## Dimensions and rates (28 days)

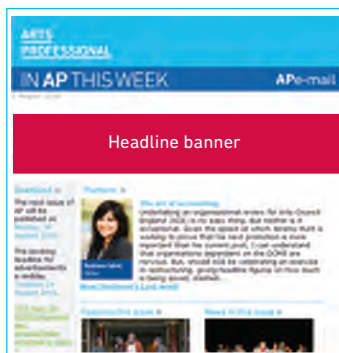
Button (90 x 120 pixels)	£200
Super Button (150 x 120 pixels)	£300
Skyscraper (300 x 120 pixels)	£500

# Email Bulletin Advertising

Get your message across to the right people, at the right time, and monitor the results. Our bulletins provide a **cost-effective marketing solution**.

## Email Bulletin Advertising

Rates for 1 – 3 bulletins	1	2	3
Button (90 x 120 pixels)	£50	£75	£100
Super button (150 x 120 pixels)	£75	£100	£150
Skyscraper (300 x 120 pixels)	£125	£175	£250
Banner (118 x 638 pixels)	£200	£300	£400
Headline banner (118 x 638 pixels)	£250	£375	£500



# Effective Recruitment Advertising

- **Think about what is distinctive about your role and organisation, and communicate this in succinct, persuasive copy. If you can, include benefits that other organisations may struggle to match.**

- **Increase the likelihood of your vacancy being seen by the widest pool of candidates. Colour can help lift your ad off the page, and online and email enhancements help you get the right candidate, first time.**

- **Use your application form to keep track of where applicants saw your vacancy. This will help your decision-making with future recruitment assignments.**

- **Avoid cramming text into your ad. Fewer words and more space can have much more impact, and make your ad accessible to people with visual impairments. We offer a free design and consultation service so please get in touch to talk about your needs.**

**Q Why does AP always recommend that we use all three media – print, web and email?**

**A** It may be true that people are increasingly moving over to new digital media, but there are two very good reasons to continue to use all forms of media: Firstly, many people do not have equal, easy and regular access to both print and digital media at the same time. Limiting their opportunity to find, read and respond to your advertisement could reduce its impact. Secondly, whilst committed ‘job hunters’ may be registered for every recruitment service available and will scour all the media, not everyone who might be ideally suited to your job will necessarily be exposed to it if, for example, you exclude the printed magazine from your campaign. People who are currently happily employed will see your job advertisement when reading the printed magazine, and it is often these people whom you may wish to tempt to apply for your job.

**Q How do I decide on the most suitable size for my ad?**

**A** With nearly 150 different ad sizes in the recruitment section, working out which one will get you the best results for your budget can be tricky. If you would like to talk over the options please call us on 01223 200200. Alternatively email the text of your ad to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk) and we’ll suggest some sizes and prices.

**Q Is ArtsProfessional just for senior arts managers?**

**A** Not at all. ArtsProfessional is read extensively by people working at all levels within the arts. With 51% of readers working in a leadership role we have plenty to offer the remaining 49% of individuals at all stages of their careers.

# We Do More!



**Arts Services Guide:** keep in the minds of key decision-makers from just £45. Our online and print directory of products and services is used across the UK arts sector. The searchable online directory is accessed over 10,000 times each month, and the print version is updated and distributed across the sector twice each year. Call Tricia on 01223 200200 to participate.

**Events and Conferences:** 75% of our readers attend at least one conference each year. The AP online events calendar is accessed by 48,000 unique visitors each month, and you can choose from a range of listing enhancements. Go to [www.artsprofessional.co.uk/calendar](http://www.artsprofessional.co.uk/calendar) for details.

**Leaflet Inserts:** Get your message across to your chosen groups of people. Our magazine reaches the desks of thousands of arts professionals every fortnight, and we can insert your marketing materials. Call Paul on 01223 200200 to discuss your requirements.

## Mechanical Data:

All completed artwork should be sent as high-resolution, PDFs in CMYK with all fonts embedded and no colour profiles attached.

Email your artwork to [ads@artsprofessional.co.uk](mailto:ads@artsprofessional.co.uk).

Other suitable formats include JPEG, EPS or TIFF files with resolution of at least 300dpi. If specified artwork guidelines are not met by the supplier, ArtsProfessional cannot guarantee the quality of the printed advertisement.

## Online and Electronic Advertising:

Accepted file formats include JPG, GIF, PNG and Flash (we cannot provide tracking data for Flash adverts). The resolution of online ads should be 72dpi.

**Flash Adverts:** Please provide .swf files of version 6 (MX) or above, and the object enclosure code. Any links used on your ad must be included as buttons or links within the flash movie itself. Please do not include audio within your Flash advert. To make your ad accessible please do not break apart or flatten fonts in vector shapes.

All prices exclude VAT.