
Advertising Rate Card

Online / Email / Social Media options

- P2 Recruitment advertising
- P3 Display advertising (web and email)
- P4 Products and services directory listing
- P5 Course directory listings
- P6 Conferences, training and events listings
- P7 Terms of Business

ARTS
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ARTS
SERVICES GUIDE

CONFERENCES
TRAINING EVENTS

Advertising solutions for the arts

All prices exclude VAT which will be charged at the prevailing rate. We are happy to VAT zero-rate advertisements for bona fide charities if the Registered Charity Number is declared at the time of booking. Agency discount is 10%.

ONLINE RECRUITMENT ADVERTISING

The price of online recruitment advertising depends on how long you want to be online and how prominently you want your online listing to be featured. There are three levels of prominence:

	Premium	Standard	Basic
Appears centre-stage as a 'Job of the week' with logo* on the ArtsProfessional and ArtsJobFinder home pages	■		
Appears as a 'Job of the week' with logo* on the ArtsProfessional editorial pages	■		
Premium position, with logo* on all ArtsProfessional weekly email news bulletins	■		
Tweeted through @ArtsPro	■		
Listed as a 'Job of the week', with logo* on all ArtsJobFinder weekly emails	■		
Appears with logo* as a featured job on ArtsJobFinder home page	■	■	
Listed above basic jobs on all email newsletters	■	■	
Tweeted through @ArtsJobFinder	■	■	■
Appears on all ArtsProfessional weekly email news bulletins	■	■	■
Appears on all ArtsJobFinder weekly emails	■	■	■
Fully searchable text listing plus logo* on ArtsJobFinder website	■	■	■

* logo ideally landscape 4:3 ratio for best viewing results

Online recruitment prices

	1 week	2 weeks	2 – 6 weeks
Basic	£250	£350	£395
Standard	£350	£450	£495
Premium	£450	£550	£595

Special rates:

Volunteers and internships: 20% discount. **Multiple jobs:** discounts available for 2 or more jobs – call 01223 200200 for details. **Annual contracts:** place all your recruitment advertising with AP for a full year – call 01223 200200 for details.

Additional options:

Buttons or banners on website and/or emails: see display advertising prices p3.

ONLINE DISPLAY ADVERTISING

WEBSITE ADVERTISING

- Appears on all pages on all 4 sites (ArtsProfessional, ArtsJobFinder, Arts Services Guide, Conferences, Training & Events)
- Prices per 4-weeks (28 days)
- Includes design

Website space	Price
Superbutton 150 px (H) x 120 px (W)	£200
Top banner (90 px (H) x 728 px (W))	£350

Artwork sizes and formats:

We accept JPG, GIF, PNG and Flash (see below). The resolution of online ads should be 72dpi. **Superbuttons** should be 150 pixels (H) x 120 pixels (W) and **top banners (web)** should be 90 pixels (H) x 728 pixels (W) and **top banners (email)** should be 90 pixels (H) x 580 pixels (W).

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. We cannot provide tracking data for Flash adverts.

SOLUS EMAIL

- Approved emails only
- Sent to all opt-in registered readers of the ArtsProfessional, ArtsJobFinder, Conferences, Training and Events and Arts Services Guide email lists

Special email type	Price
Exclusive solus email	£1,000

SPONSORED FEATURES

Sponsored features are subject to editorial approval and the final say on editorial content will remain with the Managing Editor.

Sponsors may submit 1,000 words in response to an agreed editorial brief, and their article will be presented online and promoted through email as a sponsored feature.

Sponsored feature	Price
Per feature article	£450

EMAIL ADVERTISING

Appears on all weekly emails:

- **ArtsJobFinder**, on Tuesdays
- **Conferences, Training and Events**, on Wednesdays
- **ArtsProfessional News**, on Fridays
- Prices for one week (discounts available for multiple bookings on request)
- Includes design

Email space	Price
Superbutton 150 px (H) x 120 px (W)	£100
Top banner 90 px (H) x 580 px (W)	£175

ONLINE PRODUCTS AND SERVICES GUIDE LISTING

The online products and services guide is a fully searchable directory to help those working in the arts and cultural sector find suitable suppliers. There are two levels of prominence available, Standard and Premium, and entries can appear in one or more categories:

	Standard – single entry	Standard – entries* in up to 5 categories	Premium – single entry	Premium – entries* in up to 5 categories
Organisation name	■	■	■	■
Contact name	■	■	■	■
Telephone	■	■	■	■
Email	■	■	■	■
Website	■	■	■	■
Up to 30 words summary statement text in searchable listing	■	■	■	■
Logo (ideally landscape 4:3 ratio)			■	■
Unlimited text in a linked AP web page			■	■
Appear at the top of relevant search results			■	■
Appears as a Featured Supplier on the Services Guide home page			■	■
Price per year	£50	£100	£150	£200

* prices for 6+ categories available on request by phoning 01223 200200

ONLINE COURSE DIRECTORY LISTING

The online course directory is a fully searchable guide to full-time and part-time courses aimed at those working in or otherwise committed to the work of the arts and cultural sector. There are two levels of prominence available, Standard and Premium. All listings last for a full year:

	Standard	Premium
Organisation name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Course name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contact name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Telephone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Up to 30 words summary statement text in searchable listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo (ideally landscape 4:3 ratio)		<input checked="" type="checkbox"/>
Unlimited text in a linked AP web page		<input checked="" type="checkbox"/>
Appear at the top of relevant search results		<input checked="" type="checkbox"/>
Appears as a Featured Course on the Course Directory home page		<input checked="" type="checkbox"/>
Price per year per course	£50	£150

ONLINE CONFERENCES, TRAINING AND EVENTS LISTING

The Conference, Training and Events Guide is an online and email resource to help arts professionals find out about and take advantage of professional development and other opportunities related to their work*. Three levels of prominence are available to advertisers, and the price depends on this and the length of time the details are featured online (see prices below).

	Basic	Standard	Premium
Event date(s)	■	■	■
Event title	■	■	■
Event organiser / organisation	■	■	■
Venue and address (if relevant)	■	■	■
Event type (Conference, Other event, Seminar, Training, Workshop)	■	■	■
Website	■	■	■
Headline** details on all weekly Conferences, Training and Events emails	■	■	■
Headline** details in the Conferences, Training and Events search	■	■	■
Unlimited text*** in your own specially-created Events page in the Conferences, Training and Events website		■	■
30 words basic details and logo (ideally landscape 4:3 ratio) in the Conferences, Training and Events search		■	■
30 words summary text and logo as a 'Featured Event' at the top of all Conferences, Training and Events emails			■
30 words summary text and logo appears at the top of search results on the Conferences, Training and Events home page			■
30 words summary text and logo as a 'Featured Event' on the searchable Conferences, Training and Events home page			■

Price per listing	Up to 4 weeks	Up to 8 weeks	Up to 12 weeks	Over 12 weeks
Basic	£30	£45	£60	Call for details
Standard	£90	£135	£180	
Premium	£180	£270	£360	

* For examples of suitable events see the AP website.

** Headline details means: Event date(s), Event title, Event organiser, Venue, Event type, Website.

*** Includes facility to link to your own website etc.

TERMS OF BUSINESS

Acceptance

- Advertisements for publication at ArtsProfessional.co.uk, ArtsJobFinder.co.uk, ArtServicesGuide.co.uk, ArtsEvents.org.uk, supplements, email bulletins and associated social media communication channels are accepted at the discretion of the publishers who reserve the right to withhold publication.
- Advertisements will remain posted until the closing date for applications (in the case of recruitment) or until the end of the contracted period, whichever is the sooner.
- Additional terms and conditions may apply to some ArtsProfessional products, in particular when special offers apply. Any additional terms and conditions will be notified at the time of booking and these will be applied in conjunction with our general terms of business.
- Advertising agency commission is 10% for bona fide pre-registered organisations.

Liability

- Advertisers and their agents warrant that copy and illustrations do not infringe any law and contain no matter that is libellous or objectionable.
- All advertisements are published on the understanding that the advertiser undertakes to indemnify the publishers from all liability, loss or any expense of any nature arising from publication of the advertisement.
- The publishers are not liable for any loss or damage from error, late publication, non-publication or failure of an advertisement to appear.

Rights

- Arts Intelligence Limited owns the copyright in all advertisements written or designed by us or on our behalf. Reproduction of any advertisement published by ArtsProfessional or its associated websites, emails and other media is expressly forbidden. This includes re-publication within other websites, emails and electronic media.

Payment

- All advertisements are subject to VAT at the appropriate rate, where applicable. If your organisation is a registered charity and you wish to claim VAT exemption you must notify us at the time of booking with confirmation of your registered charity number.
- Electronic bank and credit/debit card payments are welcome. Please call for details.
- Payment terms for invoiced advertisements are **strictly 28 days** from date of invoice. Failure to remit by the due date will be pursued through legal action and recovery costs including interest on outstanding debts will be reclaimed.

Cancellation

- In the event of an order cancellation by a client: No charge will be made if written notice is received at least ten working days prior to first publication; 50% payable between six and nine working days inclusive prior to first publication; 100% payable within five working days prior to first publication.
- No refunds will be given for cancellation of prepaid or series advertisements.

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CONFERENCES
TRAINING EVENTS

Arts Intelligence Limited. A Company registered in England – Number 3451166
VAT Registration Number GB 740 8821 30. Registered address – 5 Pioneer Court Chivers Way Histon Cambridge CB24 9PT
Telephone – 01223 200200 | Fax – 01223 200201 | Email – ads@artsprofessional.co.uk | Skype – ArtsProfessional
Twitter – @ArtsPro | @ArtsJobFinder | @ArtsPro_Events
Websites – www.artsprofessional.co.uk | www.artsjobfinder.co.uk | www.artservicesguide.co.uk | www.artsevents.org.uk