



# REACH COMMUNITY ARTS EDUCATION LEADERS

Get involved with the National Guild to build your relationship with leading arts educators, increase your institutional sales and reach serious arts students of all ages and backgrounds



Special Package Rates Available!  
See page 10 for details

## 2011 Rates and Information

Sponsorship | Exhibiting | Advertising | Web Promotion | Membership

The National Guild for Community Arts Education is pleased to connect you with a market of more than 450 community arts education organizations, 16,000 teaching artists, 1.2 million students, and six million audience members.

The Guild's membership includes community schools of the arts; arts centers; and arts education divisions of universities, theater and dance companies, museums, local arts agencies, and others. These organizations provide arts education classes to the general public in every corner of the United States.

We facilitate corporate involvement with our members by providing opportunities for sponsorship, exhibiting and print and online advertising.

See attached one-sheets for details.



## CONTACT HEATHER IKEMIRE:

heatherikemire@nationalguild.org | (212) 268-3337 ext. 10. Or visit us online at [www.nationalguild.org](http://www.nationalguild.org)



## Get Involved with the Guild

The National Guild welcomes the involvement of businesses committed to increasing American's participation in the arts

### Opportunities include:

#### BUSINESS AFFILIATE MEMBERSHIP

Business affiliate membership provides a point of entry into the community arts education market and signals your commitment to access and excellence.

#### ADVERTISING

The Guild provides companies opportunities to reach America's most influential community arts education leaders by advertising in our **quarterly newsletter**, **twice-monthly e-bulletin**, **website**, and annual **conference program book**.

#### EXHIBITING

The Guild's Arts Education Expo at the annual Conference for Community Arts Education provides you an opportunity to meet more than 500 arts education decision makers face-to-face.

#### SPONSORSHIPS

The Guild welcomes corporate sponsorships of our conference, publications, webinars, and other programs and services.

#### MARKETING/DISTRIBUTION, CONSULTING & SUPPORT

The Guild can help corporate marketers design and execute effective marketing and distribution strategies to generate maximum results.

#### TOP BUSINESSES RECENTLY INVOLVED WITH THE GUILD INCLUDE:

- Arts Consulting Group
- Juilliard
- Blick Art Materials
- Steinway
- NAMM
- Interlochen Center for the Arts
- Active Network
- Music Together
- Alfred Publishing
- Nonprofit Finance Fund
- Yamaha
- Claremont Graduate University, Arts Management Program



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## Business Affiliate Membership

Business Affiliate membership provides a point of entry into the community arts education market and signals your commitment to access and excellence. Annual dues are \$250.

As a business affiliate member, you will:

### REACH THOUSANDS OF DECISION-MAKERS IN COMMUNITY ARTS EDUCATION

- Receive a **profile listing, web link and email link in our online Business Affiliate Directory**. Your business's listing allows prospective customers to find you quickly and easily. You also can use the directory to contact Guild member organizations across the country.
- Receive **discounts on exhibiting** at the National Guild's annual Conference for Community Arts Education
- Receive **discounts on advertising** in our quarterly newsletter, twice-monthly e-bulletins, website ([www.communityartsed.org](http://www.communityartsed.org)) and more
- Receive deep discounts on the Guild's **member mailing label service**. This convenient set of self-adhesive labels enables you to mail to key executives at the National Guild's 450+ member organizations. Labels can be arranged by state, city or zip code to meet your mailing needs.
- Take advantage of our **free online employment listings**

### ACCESS CRITICAL INFORMATION ON THE COMMUNITY ARTS EDUCATION MARKET

- Learn about emerging trends in community arts education through our publications and national events
- Receive our **twice-monthly Member E-Bulletin**, full of time sensitive information on employment and professional development opportunities, and the latest news in community arts education
- Receive **discounts of up to 50% off Guild publications**, offering best practices information and National Guild **surveys and statistics** that provide useful data about the community arts education market
- Take advantage of the **Staff Helpline** to consult with Guild executives and staff about the unique interests and needs of community arts education providers

### BE RECOGNIZED FOR YOUR COMMITMENT TO ACCESS AND EXCELLENCE

- Publicize your belonging to a circle of institutions and individuals dedicated to making high quality arts education accessible to all



## TO JOIN THE GUILD:

Download a membership application at <http://www.nationalguild.org/join/BusAff.htm> or contact Heather Ikemire, Director of Marketing and Communications, at (212) 268-3337 ext. 10 or [heatherikemire@nationalguild.org](mailto:heatherikemire@nationalguild.org)



# Member E-Bulletin: Sponsorship

Twice-Monthly Source for Time-Sensitive News and Information

More than 1,700 individuals at our 450+ member organizations subscribe to the Guild’s twice-monthly Member E-Bulletin for time-sensitive information on grant applications, employment and professional development opportunities, and advocacy issues.

## STATISTICS

**Average Open Rate:** 29%\*

**Average Click-Through Rate:** 26%\*

**Subscriber Demographics:** 1,700+ executive directors, staff members, faculty, and trustees at more than 450 member organizations across the country.

\*The Guild’s average open and click-through rates are statistically higher than others in our industry using Constant Contact. The average open rate for all associations is 18%; 20% for all nonprofits. The average click-through rate for all associations is 11%; 12% for all nonprofits.

## E-BULLETIN SPONSORSHIP

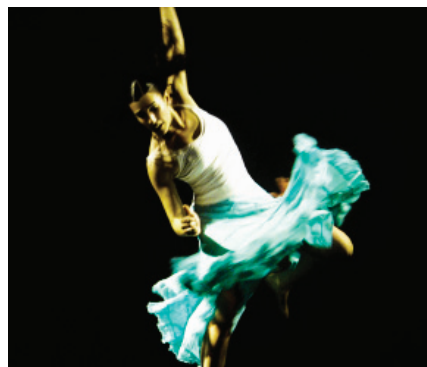
Be the exclusive sponsor of the Member E-Bulletin and further increase your visibility.

As an E-Bulletin sponsor, you will receive

- A web link at the top of the Guild’s Member E-Bulletin introducing your business
- Advertising space at the bottom of the newsletter to display a graphic and a body of text (up to 100 words). Text may include links, subject to editor approval. Preferred file format for graphics is JPEG (100 pixels wide x 100 pixels tall), 72 dpi.

## Sponsorship Rates

3 mos./6 issues	\$975 members	\$1,140 non-members
6 mos./12 issues (10% discount)	\$1755 members	\$2,050 non-members
12 mos./24 issues (20% discount)	\$3120 members	\$3,645 non-members



## TO SPONSOR THE MEMBER E-BULLETIN:

Contact Heather Ikemire at (212) 268-3337 ext. 10 or [heatherikemire@nationalguild.org](mailto:heatherikemire@nationalguild.org).

Sponsorships are exclusive. Reserve your sponsorship today!

For payment information and special package rates, see page 10.



# Member E-Bulletin: Advertising

Twice-Monthly Source for Time-Sensitive News and Information

## ADVERTISING

Advertising in the National Guild's twice-monthly Member E-Bulletin is the fastest, most direct way to reach key decision-makers and invite them to click-through to your website.

### Ad specs

100 pixels wide x 100 pixels tall

Jpegs only, 72 dpi

A tagline, up to 30 words, may be placed below your ad

### Advertising Rates\*

One edition	\$150 members	\$175 non-members
Two editions (5% discount)	\$275 members	\$335 non-members
Three editions (10% discount)	\$405 members	\$475 non-members

*\*Limited to two advertisers per issue*



## TO PLACE AN E-BULLETIN BANNER AD:

Please email the following information to Heather Ikemire at [heatherikemire@nationalguild.org](mailto:heatherikemire@nationalguild.org). You will receive confirmation of your order by email. For payment information and special package rates, see page 10.

- Your banner ad (jpeg or gif file formats only; static, with no animation/movies; 72 ppi in resolution). See above for specific specs.
- Web site address for your click-through link
- Date you would like your ad to be inserted (based on availability)
- Number of insertions (e.g. number of issues or months you would like your ad posted)



# GuildNotes

The National Guild's Quarterly Newsletter

*GuildNotes* reaches more than 5,000 readers quarterly with updates on National Guild programs and services, grant opportunities, professional development and networking opportunities, national news affecting the community arts education field, and bulletins on significant events at member institutions.

### CIRCULATION INFORMATION

**Total Circulation:** 5,000 readers; print and electronic distribution

**Frequency:** quarterly

**Demographic Profile:** executive directors, senior staff, faculty and trustees at more than 450 Guild member organizations

### EDITORIAL FOCUS

Our 16-page newsletter includes:

- Feature articles and interviews, offering practical guidance, insights and research into best practices and emerging trends
- The Trustees' Corner, offering information and perspectives on governance, leadership, and other trustee-related issues
- Updates on Guild programs, services and new initiatives
- Member news
- New member profiles
- Faculty and student resources

### 2011 RATES & AD SIZES\*

Page, Ad Size	W x L (inches)	One Time		Two Times / Per Insertion		Four Times / Per Insertion	
		Member	Non Member	Member	Non Member	Member	Non Member
Full Page	6.75 x 10.5	\$975	\$1,145	\$935	\$1,100	\$885	\$1,040
Half Page Vertical	3.25 x 10.5	\$510	\$600	\$490	\$575	\$465	\$545
Half Page Horizontal	6.75 x 4.875	\$510	\$600	\$490	\$575	\$465	\$545
Third Page	6.75 x 3.25	\$340	\$400	\$325	\$385	\$310	\$365
Quarter Page	3.25 x 4.875	\$245	\$290	\$235	\$280	\$225	\$265

\* The Guild reserves the right to close issues prior to these dates, if preset editorial ratios have been met.

*Ad deadlines and artwork requirements on page 7.*

## TO PLACE YOUR ORDER:

Contact Heather Ikemire at (212) 268-3337 ext. 10 or [heatherikemire@nationalguild.org](mailto:heatherikemire@nationalguild.org). For payment information and special package rates, see page 10.



# ***GuildNotes (cont'd)***

The National Guild's quarterly newsletter

## **DEADLINES**

<b>Issue</b>	<b>Space Reserved*</b>	<b>Artwork Submitted</b>	<b>Publication Date</b>
Winter 2011	January 28	February 4	February 14
Spring 2011	April 8	April 15	April 25
Summer 2011	June 24	June 30	July 11
Fall 2011	September 23	September 30	October 10

*\*The Guild reserves the right to close issues prior to these dates, if preset editorial ratios have been met.*

## **REQUIREMENTS FOR DIGITAL ADVERTISING**

Black and white images only. E-mail attachments must be in Quark, Illustrator EPS, or high-resolution PDF, TIFF, or JPG format. Make sure all files have the appropriate extension included at end of file name (.jpg, .pdf, etc.). High resolution (300dpi or higher) files with embedded text in all fonts is required. Any supporting files must be submitted. Make-ready fees will apply for any artwork requiring significant alteration. Typesetting and design are available at an additional cost; call (212) 268-3337 ext. 10 for details.



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# Web Advertising

[www.nationalguild.org](http://www.nationalguild.org)

America's premiere online resource for community arts education

## BANNER ADVERTISING

Each month, more than 23,000 people visit [www.nationalguild.org](http://www.nationalguild.org) to access essential information on programs, services, and employment opportunities in community arts education.

Executive directors, senior staff, faculty and trustees at our 400+ member organizations visit the site most frequently to download the latest sample documents, templates and best practices materials from the members-only Community Arts Education Online Resource Center, and to learn about new programs, services and grant opportunities. These opportunities are promoted through our twice-monthly Member E-Bulletins and regular e-blasts, as well as through print and electronic versions of our quarterly newsletter, *GuildNotes*.

## USAGE STATISTICS

**Average Monthly Unique Visits:** 23,000

**User Demographics Nationwide:** executive directors, staff members, faculty, trustees, teaching artists, and volunteers at community arts education organizations.

## BANNER SIZES & RATES

Banner ads on the site are available on four high traffic pages and appear prominently in the right margin. You have your choice of two sizes: Large or "Button."

Ad Size	W x L (pixels)	3 Months		6 Months		1 Year	
		Member	Non Member	Member	Non Member	Member	Non Member
Large	165 x 180	\$350	\$420	\$660	\$790	\$1,250	\$1,500
Button	165 x 75	\$210	\$250	\$400	\$480	\$750	\$900

## PAGES AVAILABLE

Four high-traffic pages on our site are eligible for banner advertising. You may choose the page that's right for you, based upon availability.

- Employment Opportunities: [www.nationalguild.org/employment\\_admin/administrative.htm](http://www.nationalguild.org/employment_admin/administrative.htm)
- Programs & Services: [www.nationalguild.org/programs.htm](http://www.nationalguild.org/programs.htm)
- About the Guild: [www.nationalguild.org//about\\_guild.htm](http://www.nationalguild.org//about_guild.htm)
- Community Arts Education: [www.nationalguild.org/about\\_schools.htm](http://www.nationalguild.org/about_schools.htm)

## TO PLACE YOUR BANNER AD:

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- Your banner ad (jpeg or gif file formats only; static, with no animation/movies; 72 ppi in resolution)
- Web site address for your click-through link
- Date you would like your ad to go live on [www.nationalguild.org](http://www.nationalguild.org) (based on availability)
- Number of months you would like your ad posted (3 mos., 6 mos. or 1 year)

For payment information and special package rates, see page 10.



# The 74<sup>th</sup> Conference for Community Arts Education

November 9–12, 2011 | Boston, MA | [www.communityartsed.org](http://www.communityartsed.org)

## SPONSOR, EXHIBITING AND ADVERTISING OPPORTUNITIES

The National Guild's annual Conference for Community Arts Education is the preeminent gathering of community arts education providers in the United States, providing essential professional development and networking opportunities for over 500 executive directors, senior staff, faculty, and trustees. The 2011 conference will be presented in Boston, November 9–12, 2011.

### SPONSORSHIP

(\$1,500 and up)

Build your relationship with leading arts educators and increase your visibility. Sponsorship benefits vary depending on your level of support, but include opportunities to address conference delegates, host a showcase session or roundtable, and reach the community arts education marketplace through our conference website, program book, e-blasts and more!

### EXHIBITING

(\$575 for members; \$695 non-members; subject to change)

For two full days, the Arts Education Expo is where vendors and leading community arts educators connect. 8' x 10' exhibit booths will be centrally located in the pre-function area outside of the conference meeting rooms ensuring high traffic and the opportunity for you to connect with your target audience!

Additional benefits include a listing and web link on the conference website, the delegate mailing list, a directory listing and one complimentary registration.

### PROGRAM BOOK ADVERTISING

(Half and full page ads available from \$425–\$995)

Advertising in the conference program book is the most affordable way to ensure your message reaches every conference delegate, speaker and presenter. Discounts are available for Guild members. Program books will be distributed to over 500 delegates on-site and an electronic version will be posted online at [www.communityartsed.org](http://www.communityartsed.org) and [www.nationalguild.org](http://www.nationalguild.org), allowing audiences to receive your message year-round.



2011 CONFERENCE OPPORTUNITIES BROCHURE COMING SOON!  
[WWW.COMMUNITYARTSED.ORG](http://WWW.COMMUNITYARTSED.ORG)



# Policies and Discounts

## ADVERTISING POLICY

The National Guild reserves the right to reject, omit, or cancel advertising that we feel is not in the best interests of our constituents. The word "Advertisement" will be placed with ads that, in the publisher's opinion, resemble editorial content. The Guild reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests. Advertisers under contract will be rate-protected as per the terms of the contract. The National Guild reserves the right to destroy artwork in our files which has not been used in one year or more. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the National Guild's stated policy will be binding on the Guild. Advertisers and their agencies assume liability for content of ads and assume responsibility for any claims therefore made against the Guild.

## CANCELLATIONS

Cancellations must be received in writing or by email prior to the space closing date. Advertisers canceling insertions after the closing date must pay the full space charge. Advertisers who fail to comply with frequency contracts will be short rated. See Conference Opportunities Brochure for cancellation policy for exhibitors.

## PAYMENT

Rates quoted are per week/month or periods of weeks/months. The National Guild will invoice the advertiser or ad agency immediately after uploading the ad and will notify advertisers of the link to the webpage on which the ad appears. Payment must be received within 30 days of invoice date. The Guild reserves the right to require full payment in advance for advertisers with a history of lateness in previous accounts or with a poor credit history. First-time advertisers are required to prepay the first ad insertion order. An invoice will be sent upon receipt of your order. Subsequent insertion orders will be invoiced.

## DELINQUENT ACCOUNTS

Accounts that are outstanding for 60 days or more will be restricted from advertising until full payment is received. Accounts over 90 days past-due will be referred to our collection agency.

## DISCOUNTS:

**Member Discount:** Guild members receive discounts on all Guild advertising opportunities.

**Special Package Rates:** Save money and increase your visibility by placing your ad in two or more Guild resources (Web site, Member E-Bulletin, etc.) or bundling one or more of your advertising or sponsorship orders with a 2011 Conference for Community Arts Education sponsorship or exhibiting opportunity.

Please contact Heather Ikemire at (212) 268-3337 ext. 10 or [heatherikemire@nationalguild.org](mailto:heatherikemire@nationalguild.org) for details. Rates and packages vary.

## PHOTO CREDITS (LEFT TO RIGHT):

*Cover top: Hui No'eau Visual Arts Center (Makawao, HI), Nashville Ballet (Nashville, TN), and The Baum School of Art (Allentown, PA).*

*Cover bottom: viBe Theater Experience (New York, NY) and Genesee Center for the Arts & Education (Rochester, NY)*

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*Page four: Crescendo Academy of Music (Kalamazoo, MI), CONTRA-TIEMPO (Los Angeles, CA), and PARADIGM/Solomons Company/Dance (New York, NY)*

*Page five: Crescendo Academy of Music (Kalamazoo, MI), Gage Academy of Art (Seattle, WA) and Concord Community Music School (Concord, NH)*

*Page nine: Redmoon (Chicago, IL); Fanueil Hall Marketplace (Boston, MA); and San Francisco Children's Art Center (San Francisco, CA)*