





## State of the Arts

### Advertising Price List

(valid from August 2018)

WEBSITE		>> more information on pages 2+3
TILES	Category A (global)	300,-
	Category B (landing page)	200,-
	Category C (calendar, courses)	150,-
		 <b>Second tile with a discount of 10% on the total price; Every further tile with an additional discount of 5% on the total price</b>
BANNER	in article	150,-
ADVERTORIAL CONTENT	up to 800 words, incl. proofreading, presence in next newsletter, Facebook post and tile on the landing page	400,-
TOP-CONTENT	is promoted for two weeks on the landing page, in the search results and on the detail pages of the particular category; can be complemented with a logo	
	Top Entry in Education section (contains premium entry which costs 100€ per year when booked separately)	150,-
	Top Entry in Calendar	80,-
		 <b>5% discount for the combination of 4 or more advertising spaces booked together</b>
ARTS MANAGEMENT QUARTERLY		>> more information on page 4
BANNER FORMATS	1/1 page (banner or advertorial content)	500,-
	1/2 page (banner or advertorial content)	300,-
	1/3 page (banner or advertorial content)	150,-
NEWSLETTER <i>published monthly</i>		>> more information on page 5
BANNER FORMATS	Advertorial Content	300,-
	Banner	500,-
SOCIAL MEDIA		
FACEBOOK	standard post	60,-

Arts Management Network is a service by KM Kulturmanagement Network GmbH | Bauhausstraße 7c | D-99423 Weimar, Germany | Phone: +49 (0) 3643 - 74 02 612 | E-Mail: office@artsmanagement.net

The current general terms of business apply at all times.; all prices in Euro plus VAT



**DEADLINE:**  
5 DAYS BEFORE  
RELEASE  
!

## WEBSITE

Customers can book all advertising spaces by themselves on <http://advertising.artsmanagement.net>.

**General information:** all advertising spaces are exclusive; Booking duration: half month;

Maximum size 2x2 tiles; File format: Jpg/Png, 72 dpi, RGB

**Information on mobile presentation:** In case of combining more than one tile or of booking a banner, another file with the size of a single tile has to be provided by the customer.

## TILES

**Fig. 1-4** (booking of a single tile or of a combination of tiles possible)

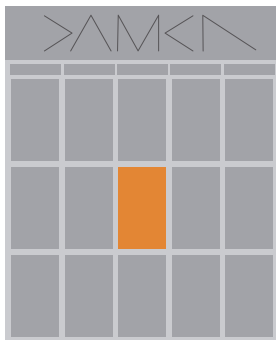
Category A	300,-
Category B	200,-
Category C	150,-

## BANNER

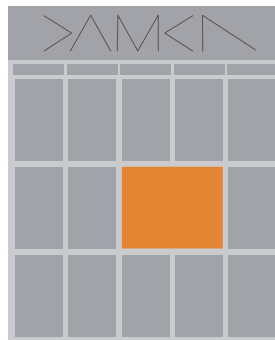
**Fig. 5**

150,-

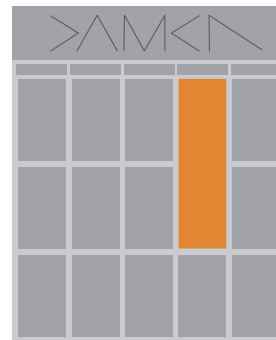
### Tiles



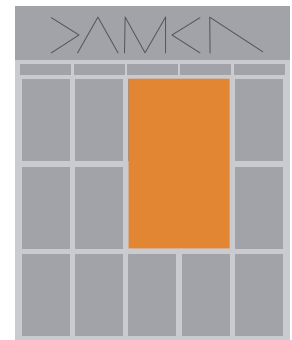
**Fig. 1** 480 x 746 px  
(landing page or category page)



**Fig. 2** 720 x 552 px  
(landing page or category page)



**Fig. 3** 320 x 1000 px  
(landing page or category page)



**Fig. 4** 684 x 1058 px  
(landing page or category page)

### Banner



**Fig. 5** 820 x 160 px  
(article)



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**WEBSITE**

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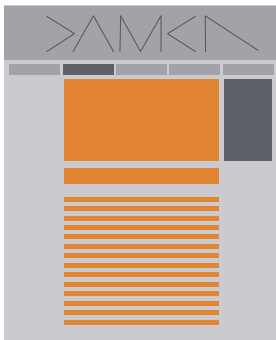
**Information on mobile presentation:** In case of combining more than one tile or booking of a banner another file with the size of a single tile has to be provided by the customer.

**ADVERTORIAL CONTENT**      *Fig. 1+2 (Landing page **and** article)*      **600,-**

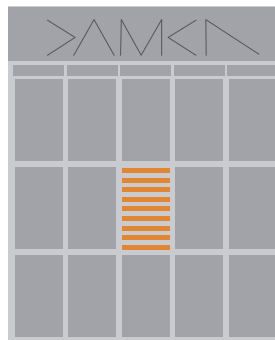
**TOP CONTENT**      *Fig. 3+4*

Top Entry in Education section	<b>150,-</b>
Top Entry in Calendar	<b>80,-</b>

**Advertorial Content**

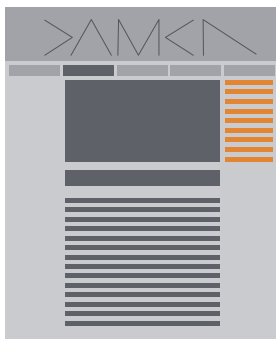


*Fig. 1 up to 800 words (article page)*

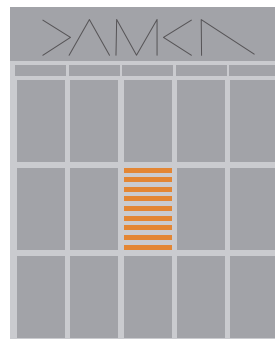


*Fig. 2 Landing page*

**Top Content**



*Fig. 3 Top Content on category detail page*



*Fig. 4 Landing page*



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**ARTS MANAGEMENT QUARTERLY**

Customers can book all advertising spaces by themselves on <http://advertising.artsmanagement.net>.

**General information:** file formate: Jpg or PDF, 300 dpi

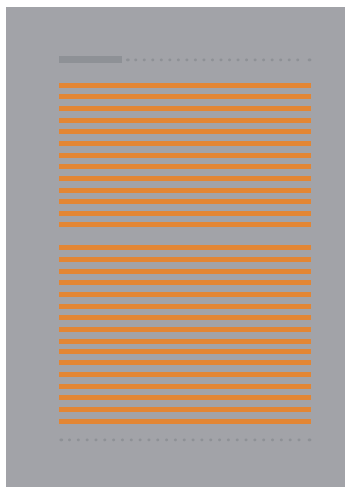
<b>BANNER FORMATS</b>	<b>Fig. 1</b> 1/1 page (banner or advertorial content)	<b>500,-</b>
	<b>Fig. 2</b> 1/2 page (banner or advertorial content)	<b>300,-</b>
	<b>Fig. 3</b> 1/3 page (banner or advertorial content)	<b>150,-</b>

**Fig. 1** 1/1 page



**Banner** w: 210 x h: 297 mm  
plus 3 mm trim

^  
OR  
v



**Advertorial Content**

**Fig. 2** 1/2 page



**Banner** w: 121,25 x h: 108 mm

^  
OR  
v



**Advertorial Content**

**Fig. 3** 1/3 page



**Banner** w: 121,25 x h: 70 mm

^  
OR  
v



**Advertorial Content**



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## NEWSLETTER

Customers can book all advertising spaces by themselves on <http://advertising.artsmanagement.net>.

<b>BANNER FORMATS</b>	<b>Fig. 1</b>	Advertorial Content	<b>300,-</b>
	<b>Fig. 2</b>	Banner	<b>500,-</b>



**Fig. 1 Advertorial content**

Picture: 200 x 140 px  
Heading: max. 50 characters  
Text: max. 200 characters  
Link

**Fig. 2 Banner**

600 x 200 px