TARGET AN ARTS AUDIENCE

Digital advertising space on the ArtsBoston Calendar provides you *premium* exposure to your target audience. Advertising your show, event or exhibition on the Calendar places you directly at the fingertips of arts enthusiasts who are looking for what to do, where to go, and what to see.

FEATURED EVENT UNIT

- 300x250 pixels at 72dpi
- Appears on every page of the ArtsBoston Calendar
- Links to your Event Listing

70K UNIQUE USERS PER MONTH

90% TRAFFIC WITHIN GREATER BOSTON

OPTIMIZED FOR MOBILE
PREMIUM EXPOSURE

Get premium “above the fold” exposure on the ArtsBoston Calendar with our homepage slider graphic. The homepage slider graphic is the first thing visitors see when they come to the Calendar.

HOMEPAGE SLIDER GRAPHIC

- 2048x800 pixels wide at 300dpi / photo only
- Premium visibility above the fold
- Links to your Event Listing

70K UNIQUE USERS PER MONTH
90% TRAFFIC WITHIN GREATER BOSTON
OPTIMIZED FOR MOBILE
ARTSBOSTON TOP 10

The ArtsBoston Top 10 Email is Boston’s weekly dose of arts and culture, featuring the top 10 “must-see” events happening that week in Greater Boston.

ARTSBOSTON TOP 10 PREMIUM AD
- 600x258 pixels at 72dpi
- 26K+ subscribers, Tuesdays

ARTSBOSTON TOP 10 BANNER AD
- 600x90 pixels at 72dpi
- 26K+ subscribers, Tuesdays

64K+ SUBSCRIBERS
$70K+ AVERAGE INCOME
73% WOMEN
DEDICATED & BOSTIX EMAILS

Our Dedicated Email combines the power of our BosTix List with our ArtsBoston Top 10 to put your event front-and-center in everyone’s inbox, while our bi-weekly BosTix email is sent to avid theatre and arts attendees looking for the right show and the right deal.

DEDICATED EMAIL BLAST
- 600x800 pixels at 300dpi
- 64K+ subscribers, every Wednesday

BOSTIX WEEKLY EMAIL
- 600x258 pixels at 72dpi
- 58K+ subscribers, Tuesdays and Thursdays
ARTSBOSTON BOOTHS

Capture the attention of tens of millions of residents and visitors to Boston with our Faneuil Hall and Copley Square booths, situated in Boston’s busiest centers of commerce and tourism.

Promote your upcoming performances, sell tickets, distribute collateral, and work with ArtsBoston on custom sponsorships that turns the Booths into a promotional tool dedicated solely to you.

FANEUIL BOOTH
Adjacent to historic Faneuil Hall and along the Freedom Trail, Faneuil Hall Marketplace is one of Boston’s top tourist destinations.

1.8 MILLION IMPRESSIONS PER MONTH
20 MILLION VISITORS ANNUALLY

COPLEY BOOTH
Across from the Central Branch of the Boston Public Library, and near Trinity Church, Copley Square features farmers markets, concerts, and festivals.

1.8 MILLION IMPRESSIONS PER MONTH
12 MILLION VISITORS ANNUALLY
PREMIUM AND CUSTOM ADVERTISING

Media mix is important, and with a wide range of skills, staffing capabilities, and owned media outlets, we strive to provide as many different brand touch points as possible. Here are just a few of the custom ad units and opportunities we can provide!

COPELY BANNER

360° of visibility in the heart of Boston’s Back Bay.

FANEUIL HALL: THE WOW

Looking for that “wow” factor? You’ve found it!
SPONSORSHIP AND CUSTOM PROMOTIONS

FANEUIL HALL: THE WINNER
Winners end up on top, and that’s exactly where your organization will be.

FANEUIL HALL: THE WELCOME
Greet Booth visitors and passersby with a warm reception at their feet.

FANEUIL HALL KIOSK

BOOTH ADVERTISING also includes!
COLLATERAL DISTRIBUTION