

What is IndianaArts.org? This website is Indiana's only statewide arts information online resource. Its centralized portal and online community contains detailed registries of artists, organizations, and arts-related businesses. The site's registered members can publish online portfolios, event listings with images, classified ads, and subscribe to opt-in email communications.

This is the only website officially used by the Indiana Arts Commission (IAC) for grants processing and demographic reporting, and it offers a wide range of member services free-of-charge to artists, arts organizations and qualifying business across the state. During the last 7 years, this arts portal has evolved into a popular online destination and has a growing member base of more than 3,400 registered users, with an average of 25,000 web page views per month from members and the general public.

The site is owned and operated by Arts Place, Inc., a regional not-for-profit arts council located in East Central Indiana. The program is operating as a collaborative effort, involving over a dozen organizations and agencies across Indiana. Beginning in 1998, Arts Place launched the original centralized online arts database, gradually adding enhancements in collaboration with the Indiana Arts Commission, other Regional Arts Partners (RAP), and Traditional Arts Indiana. To learn more about Arts Place, see page 4, or visit www.ArtsLand.org.

What is the IndianaArts.org Corporate Sponsorship Program? IndianaArts.org provides sponsors with an affordable opportunity to strengthen their brand and promote their company through the site's multi-channel communications and outreach efforts. Your corporate logo, text, and messaging will be prominently displayed in rotating graphic or text web banners across multiple website, automated opt-in email subscriptions, printed materials, and at special events.

How is the Corporate Sponsorship Program different from traditional on-line and off-line advertising? IndianaArts.org is the state's only centralized, community-based, arts-related website that offers a Corporate Sponsorship Program. Unlike typical online and traditional media channels, IndianaArts.org channels are not cluttered with the advertising that saturates other channels targeting this valuable lifestyle sector. Your brand will be noticed and your company will be valued when you show your support for the arts in Indiana through our unique and affordable program.

Why Become a Corporate Sponsor?

Increase Trust In Your Brand

According to a 2005 study on corporate sponsorship by Performance Research (<http://www.performanceresearch.com/>), over 1/2 of those with an interest in the Arts say they would "Almost always" or "Frequently" buy a product from an Arts or Cultural events sponsor over a business that does not. In contrast, only about 1/3 of NFL fans, 1/3 of America's Cup fans and less than 1/5 of the '96 Olympic Games audience chose products based on their sponsorships. Almost 1/2 of Americans with an interest in Art and Culture indicated that they hold a "Higher" trust in companies that sponsor arts programs compared to those who do not, while only 16% of Olympic Games enthusiasts claim a "Higher" trust in their sponsors.

Reach the Right Audience

According to the nationwide study, art and culture consumers sketch themselves as Family Oriented, Active, Mature, Fun loving, Traditional, and Socially liberal. They can best be described as married, middle income (\$30-\$60K), often baby boomers, with a penchant for traveling. These consumers with an interest in the Arts are brand loyal purchasers who appreciate corporate involvement.

Sponsorship makes sense for your business and the community

By participating in our low-cost sponsorship program, you place your service or product before an audience of educated decision-makers and influential buyers. Most importantly, our program enables your business to make a new and lasting impression on your target audience - to package your product or service in a new light - supportive of the growing trend towards long-term, mutually-beneficial partnerships in the arts and in the community. Don't miss this unique opportunity to join other business leaders who share a commitment to strengthen our communities by supporting arts, internet technology, and cultural programs across the state.

Who Should Become a Corporate Sponsor?

IndianaArts.org Corporate Partners are forward-thinking companies with a strong regional or state-wide presence, and an appreciation for the arts, cultural events, arts education. Sponsorship opportunities are ideal for corporations, arts and cultural organizations, arts-related product/service providers, and others interested in reaching our highly targeted regional and state-wide communities of arts patrons and professionals. Ideal corporate sponsors may include:

- Telecom, wireless, and broadband service providers
- Financial services
- Hospitality-related services including restaurants, hotels, and resorts
- Real estate companies, including property rentals, developers, retirement communities, and real estate brokers
- Healthcare providers
- Legal services
- Educational services, including colleges, universities, and private schools
- Commercial media channels, including radio, television, and print publications
- Retail business – especially for artists, crafters, hobbyists, musicians, health-conscious consumers, small businesses
- Service providers to the target audience listed above under Retail, including commercial printers and reprographics, multi-media producers

How do I Become an IndianaArts.org Sponsor?

Please call us to learn how our program can support your business objectives. We can help you choose a Sponsorship Tier that fits your needs and budget, or custom-tailor a program to meet your special requirements.

Space is limited and demand will be high, so reserve your spot today by calling:

Jill Watson, Development Director: 317-225-5295
or Eric Rogers, Executive Director of Arts Place: 260-726-4809

Tier 1 - Premier Indiana Arts Sponsor		Tier 2 - Featured Indiana Arts Sponsor	
Logo, Text & Links	<p>120x240 V Banner Package Home Page Center 1st level Pages – 120x90</p> <p>120x600 V Skyscraper Package Home Page Center & 1st level Pages 1st level Pages – 120x90</p>	Logo, Text & Links	<p>125x125 Square Button Package Home Page Right Sidebar (above fold) 1st level Pages – 125x125</p> <p>Other size/price options available</p>
Home Page Placement: Above Fold Run of Site - Sectional E-Newsletter & Opt-in E-Alerts Acknowledgments - on/	<p>Pages 1) Home page News “above the fold” 2) Search Pages Artist, Organization, Event, Classifieds 4) Top Static Spot Sponsor Page</p> <p>Email 1) Monthly e-newsletter 2) Classified opportunity e-alert (daily, weekly & monthly)</p> <p>Print Acknowledgment/recognition on collateral, promotional materials, including press releases, ads, letterhead, nomination forms</p>	Home Page Placement: Footer Run of Site: Sectional E-Newsletter & Opt-in E-Alerts	<p>Pages 1) Home page below Member Login 2) Search Pages Artist, Organization, Event, Classifieds 3) Sponsor Page</p> <p>Email 1) Monthly e-newsletter 2) Classified opportunity e-alert</p>
Future Multi-channel Multi-site placement optional add-on (launch 2007)	<p>Ads will also display in IndianaArts Search Engine imbedded in remote partner sites Event e-alert to Arts Patrons (daily, weekly & monthly) Opportunity to present scholarships, internships, and other awards Multi-website Placement Option Single One Year Listing in Member Supplier Directory Live Event – Banner Logo Placement and acknowledgement</p>	Future Multi-channel placement optional add-on	See Tier 1 List
Maximum No. of Available Feature Sponsors Spaces	1 Space per page 6 total ads in rotation each package	Maximum No. of Available Spaces	3 spaces per page 4 total ads in rotation per space
Cost	<p>\$300/mo 12 month contract</p> <p>\$400/mo Open rate</p> <p>Key Word Results available</p> <p>E-newsletter frequency – monthly E-alert – event triggered</p> <p>Current Classified e-alert and e-newsletter Subscriber approx 3400 (1700 artists/1700 Arts Orgs)</p>	Cost	<p>\$250/mo 12 month contract</p> <p>\$300/mo Open rate</p> <p>E-newsletter frequency – monthly E-alert – event triggered Current Classified e-alert and e-newsletter Subscriber approx 3400 (1700 artists/1700 Arts Orgs)</p>
		Tier 3 Level: Sectional Indiana Arts Supporter	
		Logo, Text & Links	468x60 H. Banner Package Footer – Run of site
		Placement -	1) Search Pages Artist, Organization, Event, Classifieds 2) Secondary Spot Sponsor Page
		Future Multi-channel placement optional add-on	See Tier 1 List
		Maximum No. of Available Feature Sponsors Spaces Internal Information Only	TBD
		Cost	\$125.00/mo 12 month contract Future Multi-channel not included

Site Traffic Stats (est from data from Jan-Aug 2005): 25,000 projected monthly page views

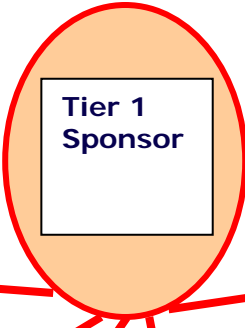
Actual Traffic 2006 Q1 Jan-Mar: 79,382 annual page views .

Other Banner Sizes and pricing available. Packages, specifications, pricing and availability subject to change.

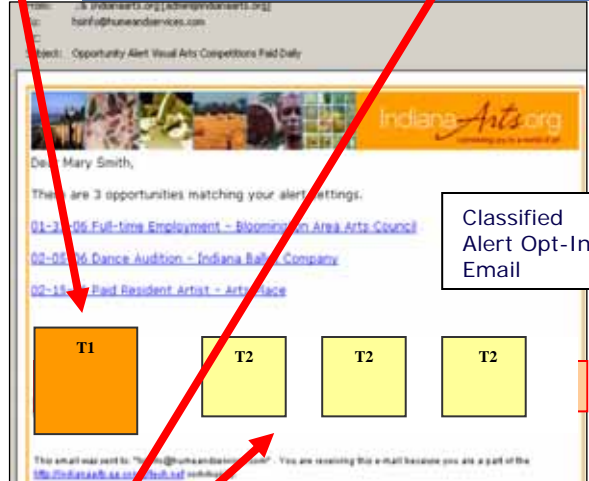
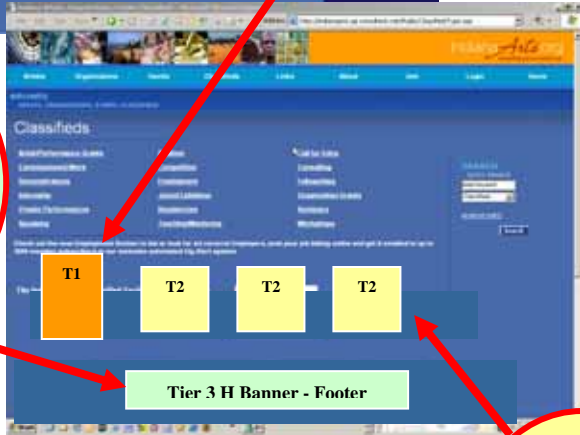
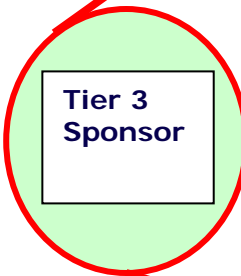
Home Page Full Page
1024 x 768 px



Home Page Full Screen
"Above the Fold" 800 x 600 px



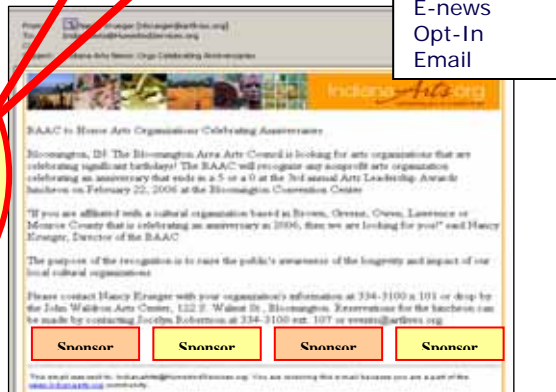
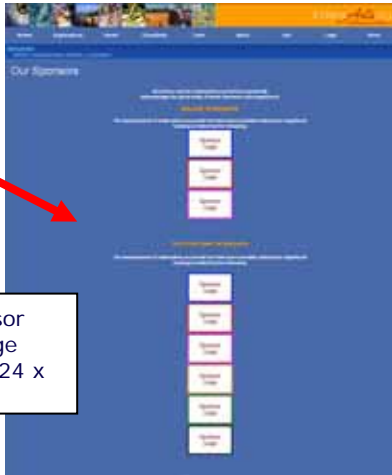
Tier 3 H Banner - Footer



Classified Alert Opt-In Email



Separate Sponsor Recognition Page
Entire Page 1024 x 768 px



E-news Opt-In Email

Screen Shots not to scale. Ad placement for illustration purposes only. Actual placement & positioning may vary. All specs subject to change.

Quick Facts

Website Description & History: Established in 1999, the website is Indiana's only centralized portal and online community that contains a detailed registry of artists, organizations, and arts-related businesses. Registered members can publish online portfolios, event listings with images, classified ads, and subscribe to opt-in email communications. Membership is free. It is the only website officially used by the Indiana Arts Commission (IAC) for grants processing and demographic reporting.

The staff offers additional outreach programs and workshops to communities throughout the state. The site is owned and operated by Arts Place, Inc., a regional not-for-profit arts council located in East Central Indiana. www.ArtsLand.org.

Membership: Over 3600 artists, arts and cultural organizations, and arts related businesses

Traffic: 25,000 website visitors per month and growing.

Content Overview

Home Page

- Relevant arts-related updates
- One-click member search and navigation to top-level resources
- Featured Event w/ Image – Rotates on page load. One click access to event details
- Featured Artist w/ Image – Rotates on page load. One click access to artist details

Top Level Searchable Member Directories: Simple and advance searches for artists, organizations, events, classifieds, supplier resource directory

Self-Service Member Services:

- **Publishing:** Detailed member profiles, image portfolios, events with images, and classified ads
- **Email Subscriptions:** Opt-in e-newsletters, notices and news, automatic classified alerts
- **Other Content Pages:** Arts resource links, news, announcements

Content Providers: IndianaArts.org staff, the IAC, 12 Regional Area Partner arts organizations

Additional Sponsor Services & Benefits

- All Banner performance can be tracked online by the Sponsor.
- We provide Ad Banner Development support. If you don't have an internet-ready ad banner, let us design one for you.

Sponsorship Terms

Ad prices include one link and access to online reports.

Monthly ad placements are defined as 30 days for 12:01 a.m. of the first day the ad is published.

Graphics Guidelines

We will provide primary specs for all ads. Ad sizes assume graphics are 72 dpi and 256-color or 8-bit per pixel bit-depth, in GIF or JPEG format. It's best to use an adaptive color palette when preparing web-graphics. Try to keep file sizes low. IndianaArts.org reserves the right to make minor adjustments to graphics to reduce file sizes, if necessary.

Advertising Artwork Design Support

We will create static graphic ads for the low price of \$50.00. Other media such as animated graphics and flash will be priced according to scope. All required changes to original art for web-ready graphics or ad creation will be charged at \$35.00/hr. (We will notify you if your ad requires changes before we make any alterations.)

Disclaimer

We may reject any advertising material. The advertiser and its agent, by their order for advertising, each warrant that the material is not misleading or libelous, does not infringe on any copyright, trademark, service mark, trade name, or right to image or publicity, and that all necessary consents and permissions have been obtained. The advertiser and its agent, by the act of advertising, each agree to indemnify Arts Place, Inc. its agents and employees against any and all claims, actions, damages, costs and expenses (including attorney's fees) arising directly or indirectly from the publication of the advertising material submitted. Rates are subject to change without notice. This "rate card" does not constitute a contract or an offer.

All prices, terms and conditions are subject to change without prior notice.

About Arts Place, Inc. the organization behind IndianaArts.org

Founded in 1967, Arts Place is a regional arts council that provides a unique offering of arts-related programs and services in Indiana and Ohio. While the programs of Arts Place have changed over the past four decades, its mission has remained constant: to nurture the creative spirit through the arts in every community it serves. Arts Place is dedicated to the notion that every community deserves significant arts opportunities for people of all ages and abilities

As a regional arts council, Arts Place plays a unique role by serving artists, cultural organizations, and the general public. The development of www.artsland.org, www.indianaarts.org and www.ohioarts.org has put Arts Place at the forefront of arts information technology. As the Indiana Arts Commission's Regional Arts Partner for East Central Indiana, Arts Place provides grants, information, technical assistance, and leadership for the region's arts community.

Arts Place operates arts centers in Portland, Indiana and St. Marys, Ohio. These facilities present performances and exhibits, as well as providing instructional activities in the literary, performing, visual arts. Outreach programs, such as *Arts in the Parks* and *Artists in Residence* provide many smaller communities with first-hand arts experiences that are typically available only in more urban settings.

For more information about Arts Place, contact Eric Rogers, Executive Director, erogers@jayco.net (260) 726-4809; Arts Place, Inc., P.O. Box 804, Portland, IN 47371. Please visit us at www.artsland.org.