



Photos Credit: Ryan Brandenburg

greater philadelphia **cultural**
ALLIANCE

2021 MEDIA KIT



GREATER PHILADELPHIA CULTURAL ALLIANCE

We believe Greater Philadelphia is defined by its arts and culture sector. Our cultural organizations, artists and proud history of creative expression are a crucial part of our identity, vitality and economic growth. Since 1972, the Cultural Alliance has been dedicated to elevating the vibrancy of arts and culture in the region through advocacy, audience engagement, research and professional development. We believe in the power of arts and culture!

COMMITMENT TO THE SECTOR

We lead, strengthen and amplify the voices of a cultural community that ignites creativity, inspires people and is essential for a healthy region. The Cultural Alliance's foundation is built upon our members and its collective work. We have invested in multiple channels to spread messages about your work and the impact of your organizations. This media kit provides keen insights on those various channels.

OUR PROGRAMS

CULTUREWIRE

Bi-monthly newsletter for arts and culture professionals in the sector

JOB BANK

A database of employment opportunities in arts and culture sector

PHILLYFUNGUIDE

Most robust event calendar for arts and culture in the region

FUNSAVERS

Weekly email subscription of discounted deals

2015 **portfolio**
**Culture
Across
Communities**
AN ELEVEN-CITY SNAPSHOT

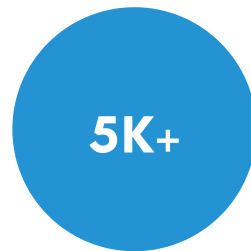
greater
philadelphia
**cultural
ALLIANCE**

**YOUR
AD
HERE**

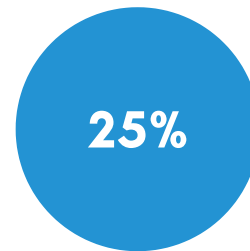
CULTUREWIRE

CultureWire is our insider newsletter. The newsletter, sent out every other month, is dedicated to providing news about the cultural community, best practices, organizational recommendations and professional development opportunities for the sector. CultureWire serves more than 5,000 subscribers: arts and cultural leaders and professionals throughout the Greater Philadelphia region. CultureWire is ideal for sharing your work and opportunities with fellow peers in our community.

STATISTICS



Email
Subscribers



Average Open
Rate

PRICING

<u>Product</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
Email Banner Ad	\$ 400	\$ 500-700
Dedicated Email	\$ 950	Members Only
Social Media	\$ 100	\$ 250

AD DIMENSIONS

Display ad: 600px x 250px

Dedicated Email: 600px wide

SOCIAL MEDIA FOLLOWING



19.6K



7.8K

Advertisement



Our Job Bank is the hub for all professionals seeking employment opportunities in our vibrant creative sector. We host a listing of job positions from a diverse pool of organizations in the Greater Philadelphia area. There's no position too small, as employers can post full-time, part-time, internships and volunteer opportunities. Our Job Bank sees more than 135,000 monthly visitors. Increase the visibility of your organization's programming and professional opportunities by advertising on the Job Bank.

STATISTICS

102K+

Monthly
Pageviews

107

Monthly
Job Postings

PRICING

<u>Product</u>	<u>Member Rate</u>	<u>Non-Member Rate</u>
Display Ad	\$ 500-600	\$ 650-750

AD DIMENSIONS

Display ad: 180px x 150px

SOCIAL MEDIA FOLLOWING



19.6K



7.8K



MICHELLE BUTEAU

JABOUKIE YOUNG-WHITE

COLE ESCOLA & MORE!

BLUE HEAVEN

A FringeArts Comedy Festival

FEB 1 & 2

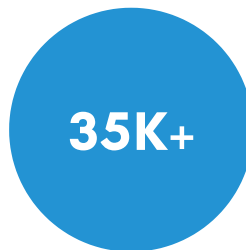
FRINGEARTS

TICKETS

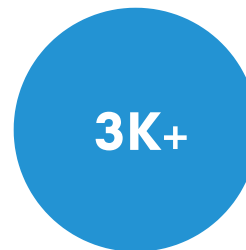
PHILLYFUNGUIDE

The Phillyfunguide is the largest arts and culture event calendar showcasing thousands of events for the Greater Philadelphia region. Phillyfunguide has been serving the region since 2002, making it easy to find information and events in arts and culture. The calendar averages two million annual visitors making it the go-to calendar to stay in the know about Philly's vibrant arts scene. The Phillyfunguide is an ideal channel to promote your impactful programming and amazing events.

STATISTICS



Monthly Pageviews



Annual Listed Events



asian arts initiat

March 14
7:30-9:30 pm

Punk Night!

Awaaz Do / Material Support / Namatay Sa Ingay



PRICING

Product	Member Rate	Non-Member Rate
Premium Ad	\$ 200	\$ 260
Select Ad	\$ 110	\$ 140
Social Media	\$ 100	\$ 250

AD DIMENSIONS

Display ad: 265px x 380px

Social Media: 1080px x 1080px

SOCIAL MEDIA FOLLOWING



1.7 K



22.7 K



19.4 K

FUNSAVERS

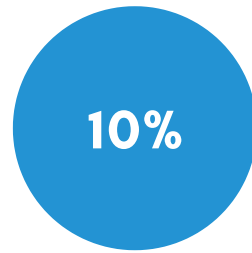


Visit
the Colored Girls
Museum

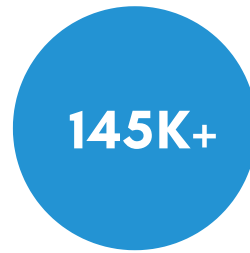
Use *PROMO FSDeal*
for 10% Off

Funsavers allows organizations to offer discounted offers for their events. Funsavers are promoted through our weekly subscriber email, social media and other media channels in the region. We also feature various themed promotional opportunities to heighten different aspects of organizations' programming and events. Our subscribers are 145,000+ strong and on average have been loyal patrons for over three years. These subscribers are committed to supporting the arts and culture scene in the Greater Philadelphia region. Funsavers is very ideal for promoting your events, programming and unique opportunities to a loyal audience.

STATISTICS



Average Open
Rate



Email
Subscribers

PRICING

Product	Member Rate	Non-Member Rate
FS Deal Banner Ad	\$ 150	\$ 250
Email Banner Ad	\$ 250	\$ 350
Dedicated Email	\$ 750	\$ 2000
Social Media	\$ 100	\$ 250

AD DIMENSIONS

Email Banner ad: 265px x 380px

Dedicated Email: 600px wide

SOCIAL MEDIA FOLLOWING



1.7 K



22.7 K



19.4 K



Charles Dickens's
A CHRISTMAS CAROL

AN ORIGINAL ADAPTATION BY
Anthony Lawton

IN COLLABORATION WITH
Christopher Colucci
and Thom Weaver

LANTERN
THEATER
COMPANY

BACK BY POPULAR DEMAND
December 6 - 29

**Use discount code
"FAMILY" for \$25 tickets!**

HURRY, DISCOUNT ENDS SUNDAY 12/15 AT 11:59PM

GET YOUR TICKETS

"Blows the dust off the familiar
Dickens tale, revealing fresh,
invigorating layers of meaning."

MEDIA CONTACTS



KABRIA ROGERS, AUDIENCE SERVICES MANAGER

Contact Kabria at 215-399-3531 or kabriar@philaculture.org to discuss all advertising and marketing strategy needs across all channels.



FRANCES ELLISON, DIGITAL CONTENT MANAGER

Contact Frances at 215-399-3521 or francese@philaculture.org for all Funsavers offer inquiries and any digital content related to the Phillyfunguide and Funsavers program.



KRISTEN VINH, STRATEGIC COMMUNICATIONS MANAGER

Contact Kristen at at 215-399-3529 or at kristenv@philaculture.org for all public relations communications.



ROBERTA JOHNSON, VICE PRESIDENT OF AUDIENCE ENGAGEMENT

Contact Roberta at 215-399-3515 or at robertaj@philaculture.org for any marketing and audience research needs.