

2019 eNewsletter Advertising

Digital advertising in eNewsletter Blasts for Crossroads Art Center/buyRVAart.com and inclusion of eNEWS article on buyRVAart.com's front homepage.

eNewsletter Advertising Rates

Scheduling dates of eNewsletter Blasts will be mutually agreed upon between parties. Some dates may be unavailable. Limit of 6 ads run per eNewsletter Blast.

# of eBlasts	Rates
Intro – 1 Blast ad	\$90
Basic – 3 Blast ads	\$250
Premium – 8 Blast ads	\$500

Why eNewsletter Advertising?

REACH: eNewsletter Blasts reach over 13,889 email subscribers and that number is consistently growing! eBlasts are automatically shared on Facebook to 8,210 followers as well as our Twitter page with 921 followers. That's over 20,000 opportunities for audience visibility. eNews article is also posted on buyRVAart.com's homepage for added advertisement exposure.

OPEN/CLICK RATE: Average open rate per email is 25% with an average click rate of 10%. (46% Mobile Devices, 54% Desktop Devices)

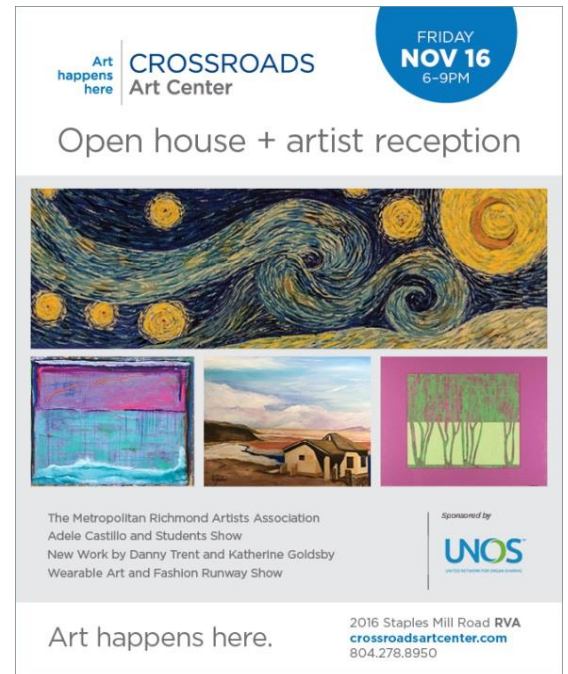
ENGAGEMENT DATA: Data for your ad campaign is available upon request.

eNewsletter Digital Advertising Requirements

eNewsletter Blasts must be submitted as a JPEG with a resolution of 300 dpi and additional verbiage/links provided. Low resolution images will not be accepted.

SENDING MATERIALS: All eNewsletter Blast images must be submitted via email to Savannah Ball, Marketing Specialist, at crossroadsartcenter@gmail.com. If the file is too large to send via email, please use Dropbox or Hightail. Crossroads Art Center and buyRVAart.com are not responsible for creating and/or editing sent advertising content. A graphic designer is available to create your ad for a fee. Request contact information available by email.

eNEWSLETTER BLAST AD EXAMPLES:



To get started, or for more information, contact Savannah Ball, Marketing Specialist, at savannahball@crossroadsartcenter.com or call 804.278.8950