The Arts Administrators of Color Network’s mission is to harness the power of artists, arts administrators, and organizations of people of the global majority to connect and expand BIPOC leadership across the U.S. creative sector.

We are excited to introduce ways for you to partner with us and increase visibility for your organization, products, or services. In this advertising prospectus, you’ll find a number of options to begin engaging with our robust community. We anticipate expanding this prospectus to include website, editorial, and event-specific advertising opportunities in the coming months.
WHO THEY ARE
Black, Indigenous, People of Color (BIPOC) or global majority individual artists, executive arts leaders, mid and early career arts administrators, arts educators, undergraduate and graduate students, arts and culture advocates, funders activated by our mission.

WHAT THEY’RE LOOKING FOR
Professional development, products to support organizational growth, thought leadership, networking and community-building, grant and funding opportunities, technology solutions, consulting services, and more.

OUR MARKETING REACH
19,000+ email subscribers
VISIBILITY OPPORTUNITIES

MONTHLY NEWSLETTER

AAC’s monthly email is sent once every month to over 19,000+ subscribers with an average open rate between 45-55%, well above the industry average. This monthly email contains both AAC-specific announcements but also field opportunities and other relevant news.

PLACEMENT OPTIONS INCLUDE:

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Pricing

(1) Sponsored Email

$1,000 per email

Take advantage of your own personalized email to our full list of over 20,000+ subscribers. With this visibility opportunity, you’ll be able to work with AAC staff to develop an exclusive email that is curated specifically for our audiences, including a combination of links, photos, and text. We’ll work with you to determine the best date to send your sponsored email ensuring maximum visibility.

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Arts Administrators of Color Network limits the number of sponsored emails per calendar year.
Interested in all of our opportunities? Let’s chat! We are happy to create custom packages that span both monthly newsletter placement and sponsored emails. We can also explore recurring placement over an extended period of time to increase exposure. Please reach out to ehawthorne@aacdmv.org to learn more!

Arts Administrators of Color Network will review all requests for this email advertising to ensure values alignment with any organization, product, or service being featured.