



[CBCA.ORG](http://CBCA.ORG)

ARTS FOR

BUSINESS

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## DIGITAL PROGRAM ADVERTISING

CBCA’s Business for the Arts Awards luncheon offers business and nonprofit partners significant visibility, as well as targeted exposure and tremendous value with advertising opportunities in the dynamic digital program. The digital program is interactive, includes live links to all content and will live permanently on the CBCA website.

### AUDIENCE

Join our circle of arts champions and enthusiasts as we honor the best in business and arts partnerships, as well as recognize individuals who have gone above and beyond in their contribution to the arts at the Business for the Arts Awards luncheon. This historically sold-out event will bring hundreds of arts, business, civic, education and government leaders together for a virtual celebration on **March 9, 2021**.

The CBCA website receives an average of 2,000 monthly users. Because the digital event program will live on past the event and be permanently embedded within the CBCA website, your ad will receive over 24,000 impressions through the course of 2021 and beyond.

### AD RATES & SPECS

*\*\*CBCA members save 20% on ad rates*

**Large Ad** - \$500/ member; \$600/ non-member

#### SUBMISSION AND SPECS

1. Logo: PNG file with transparent background. Max width: 250px, Max height: 100px
2. Blurb: 200 character maximum
3. Image: JPEG or PNG file. Size 990x340px or larger. 72 DPI
4. External link

#### LARGE AD EXAMPLE



**Medium Ad** - \$350/ member; \$415/ non-member

SUBMISSION AND SPECS

1. Logo: PNG file with transparent background. Max width: 130px, Max height: 130px
2. Blurb: 200 character maximum
3. Image: JPEG or PNG file. Size 470x230px or larger. 72 DPI
4. External link

MEDIUM AD EXAMPLE

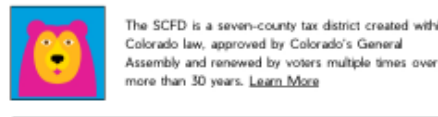


**Small Ad** - \$200/ member; \$250/ non-member

SUBMISSION AND SPECS

1. Organization name
2. Blurb: 200 character maximum
3. Square logo or favicon: Size 100x100px. 72 DPI
4. External link

SMALL AD EXAMPLE



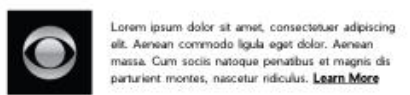
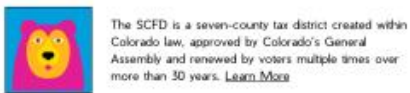
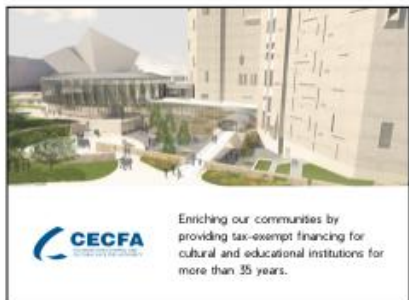
**Advertorial add-on for any ad size: +\$100**

Advertisers may link their ad to advertorial content within the digital program. Content ideas include how your business supports the arts or a spotlight on your community engagement efforts. Arts and cultural organizations might consider an article on an upcoming season.

SUBMISSION AND SPECS

1. Article: 600 word maximum
2. Featured image: landscape-orientation
3. External link

## FULL AD SPREAD EXAMPLE



## ACCESSIBILITY AND FORMATTING OF ADS

Digital ads will be optimized for mobile, as mobile traffic accounts for 52.6% of ALL web traffic. Half of all ad impressions are likely happening on a smart phone.

The ads are composed of separate assets: image, text, logo, link, as these elements are flexible, easily rearranged, and stackable, allowing the ads to be legible no matter the screen size. Specifically, live HTML text can be resized by users to ensure they are legible. HTML text also allows greater compatibility with language translators and screen readers.

## DEADLINES

Ad space confirmation deadline: February 12, 2021

Ad Artwork and payment deadline: February 26, 2021

## SEND MATERIALS TO

kmclaughlin@cbsa.org

## POSITIONING

Positioning of your advertisement is at the discretion of CBCA unless a guaranteed premium placement has been purchased or special agreements are in writing.

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## ADVERTISER INFORMATION

Contact Name:

Business:

Phone:

Mailing Address:

City/State/Zip:

E-mail Address:

## DEADLINE AGREEMENT

I agree to all ad and payment submission deadlines. I understand if ad and/or payment is not received by the deadline date, CBCA reserves the right to remove the ad from the digital program.

Signature:

## PAYMENT

Check or credit card (circle one)

Credit card #:

Expiration date:

Security code:

Billing zip code:

If paying by check, mail this form along with check to:

CBCA

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