

# MARKETING ARTIST-IN-RESIDENCE PROGRAMS

## The Web

There are several sources for Web-based listings; these can be broken down into four categories:

- Arts Organizations
- Web-based Journals
- Search Engine Directories
- Commercial Art Service Providers

Arts Organizations include high profile state or regional organizations such as New York Foundation for the Arts, professional associations such as the College Art Association, or Web-based arts organizations such as Intute. Web-based Journals such as BigRed&Shiny and ArtTimes are often regional, and may have print editions as well. Search Engine Directories are strictly dependent on web keyword searches. Commercial Art Service Providers, such as Mesart.com or TheArtList.com provide varying services to artists and often ask subscribers to pay a fee for at least a portion of those services.

Among these four categories, certain sites will allow parks to submit opportunity content at no cost and some will require a fee. Some organizations will require a fee for one type of submittal, while requiring no fee for another; accordingly you will see these organizations listed twice.

## No Fee Web Sites

### Arts Organizations

<b>COLLEGEART.org</b>	(College Art Association, a national association of arts professionals)
<b>ARTISTTRUST.org</b>	(Washington State non-profit arts organization)
<b>MIDATLANTICARTS.org</b>	(Mid-Atlantic Regional Arts Advocacy Organization)
<b>ARTISTSREGISTER.com</b>	(Western States Arts Federation, a non-profit arts service organization)
<b>INTUTE.ac.uk</b>	(Database of resources based in the UK)
<b>TRANSARTISTS.org</b>	(Database of residencies, based in the Netherlands)
<b>NYFA.org</b>	(New York Foundation for the Arts SOURCE listing)
<b>RACC.org</b>	(Regional Arts and Culture Council of Portland, Oregon)
<b>ARTS.STATE.TX.US</b>	(Texas Commission on the Arts opportunity listing)
<b>CAC.CA.gov</b>	(California Arts Council artist call listing)

These ten sites represent the most important no fee websites. Additional state and regional arts council websites can be found at:

- [www.arts.endow.gov/partner/state/saa\\_rao\\_list.html](http://www.arts.endow.gov/partner/state/saa_rao_list.html)

## Web-based Journals

**BIGREDANDSHINY.com** (opportunity and venue listings; Boston-based)  
**ARTTIMESJOURNAL.com** (opportunity listing; Hudson Valley-based)  
**WASHINGTONART.com/beltway** (Beltway Poetry Quarterly opportunity listing; D.C.-based)

## Commercial Art Service Providers

**AXISWEB.org** (free opportunity listing)  
**MESART.com** (AIR free listing)  
**THEARTLIST.com** (free opportunity listing, registration required)  
**ARTDEADLINESLIST.com** (free, limited opportunity listing)

## Search Engines and Search Engine Directories

Parks should ensure that when the keywords “Artist Residency” or “Artist Colony” are typed into a web search engine, that their name and/or the name of their AIR program is one of the results.

### **DIR.YAHOO.COM/ARTS/ORGANIZATIONS/ARTISTS\_\_RETREATS\_AND\_COLONIES**

- It is free to submit a listing to Yahoo Directories.

### **GOOGLE.COM/GRANTS/DETAILS.HTML#PROGRAM**

- This is a program for non-profits to get free advertising through Google's Ad-Words program. Free ads will show up on the sidebar of Google search pages.

### **EN.WIKIPEDIA.ORG/WIKI/ART\_COLONY**

### **EN.WIKIPEDIA.ORG/WIKI/ARTIST\_IN\_RESIDENCE**

- Technically not a search engine directory, but Wikipedia results are often number one on keyword searches. It would be adventitious to submit an external link to these Wikipedia Articles.

## **Pay Web Sites**

**FINDARTINFOBANK.com** is a web-based service provider that is free for artists to use, but your park must pay to post an opportunity. A one-week announcement run costs \$52.

Complete pricing information can be found at:

- [www.findartinfobank.com/clientpricinginfo.html](http://www.findartinfobank.com/clientpricinginfo.html)

**COLLEGEART.org** -College Art Association's CAANews is a web-only magazine. Classified advertising can be purchased at \$2.75 per word with a 10-word minimum.

Display ad rates can be found here:

- [www.collegeart.org/pdf/caa\\_news\\_ad-form.pdf](http://www.collegeart.org/pdf/caa_news_ad-form.pdf)

**MYAMERICANARTIST.com** is the website for American Artist Magazine. Opportunity listings do not appear to be a part of their website. However, parks could purchase online banner advertising on their web site. Complete pricing information can be found at:

- [www.interweave.com/advertising/pdf/Online-Ad-Rates.pdf](http://www.interweave.com/advertising/pdf/Online-Ad-Rates.pdf)

**ARTCALENDAR.com** is the website for Art Calendar Magazine. The magazine offers free and paid online opportunity listings. Parks would be charged a fee for listing: \$8 for 75 words per week. Additional pricing information can be found at:

- [www.artcalendar.com/adlisting/adcreator.asp](http://www.artcalendar.com/adlisting/adcreator.asp)

**ARTDEADLINESLIST.com** is a web-based, two-tiered listing of artist opportunities and open calls. Artists seeking opportunities can subscribe to the limited, but free listing or pay to subscribe to the premium listing. There is a fee for organizations interested in premium advertising. A one-month premium ad costs \$90. Additional pricing information can be found at:

- [www.artdeadlineslist.com/adrates/](http://www.artdeadlineslist.com/adrates/)

**RESARTIS.org** is the website of The International Association of Residential Arts Centres (IARAC), a foundation based in the Netherlands. Artists can search AIR programs for free, but dues are required by potential member organizations. Membership dues can be found at:

- [www.resartis.org/index.php?id=60&L=wxbrzflighwu](http://www.resartis.org/index.php?id=60&L=wxbrzflighwu)

**ARTISTCOMMUNITIES.org** is the web site of the Alliance of Artist Communities (AAC), a U.S. based association of artist-in-residence programs. Dues are required by potential member organizations. The service provides artists free viewing of their residency listing, but requires a fee to see more detailed information, deadlines, and the link to the member organization website. Membership dues can be found at:

- [www.artistcommunities.org/membership/organizationalmembership?phpMyAdmin=AmKUi3fn6PAQ8DNfeKJCoEjVPzb](http://www.artistcommunities.org/membership/organizationalmembership?phpMyAdmin=AmKUi3fn6PAQ8DNfeKJCoEjVPzb)

**NYFA.org** is the web site of New York Foundation for the Arts. While their comprehensive SOURCE listing is free, a weekly-classified listing in their *Opportunities and Services for Artists* requires a fee. The rate for a 2-week listing is \$55.

Complete weekly-classified pricing information can be found at:

- [www.nyfa.org/submit\\_opp.asp?type=Opportunity&id=57&fid=1&sid=54&tid=95](http://www.nyfa.org/submit_opp.asp?type=Opportunity&id=57&fid=1&sid=54&tid=95)

Complete banner advertisement pricing information can be found at:

- [www.nyfa.org/files\\_uploaded/BannerAdvertising-OppsServicesforArtists.pdf](http://www.nyfa.org/files_uploaded/BannerAdvertising-OppsServicesforArtists.pdf)

**NYFA Current** is NYFA's online magazine. Parks could buy banner advertising in this publication. Complete banner pricing information can be found at:

- [www.nyfa.org/files\\_uploaded/BannerAdvertising-NYFACurrent.pdf](http://www.nyfa.org/files_uploaded/BannerAdvertising-NYFACurrent.pdf)

All banner-type advertising requires an HTML-designed advertisement to be provided by the client. These costs would be in addition to the cost of banner advertising.

## Print Advertising

**American Artist Magazine** offers classified listings at \$4.25 per word with a \$100 minimum.

Display ad rates can be found at:

- [www.interweave.com/advertising/pdf/Print-AdRates.pdf](http://www.interweave.com/advertising/pdf/Print-AdRates.pdf)

**Art Calendar Magazine** offers classified listings at \$2 per word with a 15-word minimum.

Display ad rates can be found at:

- [www.artcalendar.com/pdf/09\\_AC\\_Rates\\_LR.pdf](http://www.artcalendar.com/pdf/09_AC_Rates_LR.pdf)

There are many art-oriented print magazines in circulation. A selection, along with their respective advertising contact pages, is listed below.

<b>Southwest Art Magazine</b>	<a href="http://www.southwestart.com/advertising/">www.southwestart.com/advertising/</a>
<b>Fine Art Connoisseur</b>	<a href="http://www.fineartconnoisseur.com/article.asp?ID=25841">www.fineartconnoisseur.com/article.asp?ID=25841</a>
<b>Art News</b>	<a href="http://www.artnewsonline.com/advertise/default.asp">www.artnewsonline.com/advertise/default.asp</a>
<b>Art in America</b>	<a href="http://www.artinamericamagazine.com/advertise/">www.artinamericamagazine.com/advertise/</a>
<b>Art Forum</b>	<a href="http://www.artforum.com/advertise/">www.artforum.com/advertise/</a>
<b>Sculpture</b>	<a href="http://www.sculpture.org/documents/aboutisc/adv.shtml">www.sculpture.org/documents/aboutisc/adv.shtml</a>
<b>Modern Painters</b>	<a href="http://www.artinfo.com/modernpaintersadvertising/">www.artinfo.com/modernpaintersadvertising/</a>
<b>ArtPapers</b>	<a href="http://www.artpapers.org/advertising/pdf/AP-AdRate-2008.pdf">www.artpapers.org/advertising/pdf/AP-AdRate-2008.pdf</a>

## Alternative Marketing Opportunities

### Direct Marketing to University and Art School Graduate programs.

- Create commercially printed posters to be mailed to art schools and university visual arts departments across the country.
- This direct marketing would reach thousands of graduate students and faculty members who are eager for post-graduate/professional experience and opportunity,
- High quality graphic design and easily recognizable branding is paramount.
- Costs should include graphic design, printing, and postal rates.
- Even large organizations with high application rates such as the Skowhegan School utilize this marketing tool.

### Word of Mouth

- This is an excellent low or no cost market tool.
- NPS personnel and/or previous AIRs could make presentations to art schools and other artist-centered organizations.

## Polling

- Develop a survey that will help your park understand the perceptions and needs of artists.
- This will have the secondary benefit of direct marketing the program to all surveyed artists.

## **Additional Initiatives**

Lower the Application Fee: Lower application fees might encourage more applicants, especially those with limited means, and secondarily, increase income from application fees should applications rise. Below is a sampling of AIR application numbers and fees charged last year:

- Skowhegan School, ME -2000 applicants, 65 accepted, \$45 fee
- Yaddo, NY -1050 applicants, 234 accepted, \$30 fee
- Macdowell Colony, NH -1800 applicants, 200 accepted, \$20 fee.
- Constance Saltonstall Found., NY -150 applicants, 15 accepted, \$10 fee
- Art OMI, NY -800 applicants, 30 accepted, no fee

The Rejection Letter: Request the AIR program's jurors to put aside rejected applications that *came very close to selection*. While all rejection letters should be supportive, these applicants should be mailed a distinctive letter that encourages them to re-apply the following year. This will likely increase application rates, year to year.

Networking: While all artists seek time and space, many select their residency programs based on interaction with arts professionals. In other words, they seek professional networking. Parks could partner with area institutions, such as a local art museum, to provide a vital link between the park's resident artist and arts professionals in the area. Possible activities could be a curator studio visit, coordinated art demonstration, project or exhibition. This inter-organizational networking and advertising can increase awareness of your park amongst the regional community and its arts professionals. Most importantly, it will get them talking about the program.

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This abbreviated marketing plan is excerpted from a slightly longer report prepared by Frank Meuschke, dated July 27, 2009 for the Artist-in-Residence program at Weir Farm National Historic Site that is managed for the park by the Weir Farm Art Center, a non profit partner organization.