

# 2021 Newsletter Sponsor Opportunities



## This Month in NYS Museums

With click rates triple the national non-profit average, *This Month in NYS Museums* is your most direct opportunity to reach the inboxes of over **650+** MANY members

### What is *This Month in NYS Museums*?

It's a monthly e-newsletter designed to provide updates from the MANY office on:

- Funding opportunities
- Job postings
- Advocacy alerts
- Original articles on how museums are
  - >growing institutional resources
  - >working with their communities
  - >using their exhibitions and collections in new ways

### *This Month in NYS Museums*

Open Rate 44%  
Click Rate 11%

Non-Profit Average  
Open Rate 24.11%  
Click Rate 2.57%

### 2021 Newsletter Sponsorship Rates

Annual  
\$750

Quarterly  
\$250

Monthly  
\$100

Ad Size

2 in. x 4 in. (600 pixels x 1200 pixels)

Ads must be submitted as a .jpg or .png format with a resolution of 300 DPI

ORGANIZATION:

CONTACT PERSON:

PHONE:

EMAIL:

ADDRESS:

CITY/STATE/ZIP:

Please indicate sponsorship level:  Annual  Quarterly  Monthly

*please indicate month*

Please return completed form above to [meves@nysmuseums.org](mailto:meves@nysmuseums.org).  
You will be sent an invoice with options to pay by check or online.