

ARTTABLE

FY27 Digital Advertising Opportunities | Media Kit & Rate Card

OUR MISSION

ArtTable is the foremost professional organization advancing the leadership of women and nonbinary professionals in the visual arts. Our members are the field's decision-makers — museum directors and curators, gallerists, conservators, publishers, architects, and collectors — a nationwide network shaping where the art world goes next. When you advertise with ArtTable, you're not reaching a general audience; you're reaching the people setting the agenda for the industry.

OUR REACH

18,100

newsletter subscribers

29,900

social media followers

3

monthly & bi-monthly newsletters

62%

top newsletter open rate

Newsletters

Newsletter	Frequency	Subscribers	Avg. Open Rate	Avg. Click Rate
TableTalk	Monthly	9,600	32%	2%
National Programming	Bi-monthly	6,500	36%	3%
Job Opportunities	Monthly	2,000	62%	8%

Social media reach: Instagram 12,500 followers · LinkedIn 14,100 followers · Facebook 3,300 followers

DIGITAL ADVERTISING OPPORTUNITIES

Newsletter and social media placements available across ArtTable's three newsletters and social channels. (Event sponsorships and print are not included below.)

Placement	Description & Specs	Available In
Featured Newsletter Banner	Top-of-newsletter image ad with headline, up to 100-word copy, and click-through link. Image: 600 x 200px.	TableTalk, National Programming, Job Opportunities
Newsletter Classified Listing	Text-only listing (up to 50 words) with link, placed within the newsletter body.	TableTalk, National Programming, Job Opportunities
Sponsored Social Post	Single branded post or story with caption and partner tag, published on ArtTable's channel.	Instagram, LinkedIn

RATE CARD

Placement	Single Placement	3-Month Package	Notes
Banner – TableTalk	\$450	\$1,150	Largest list
Banner – National Programming	\$350	\$900	Highest open rate
Banner – Job Opportunities	\$300	\$800	Highest engagement
Classified Listing (any newsletter)	\$150	\$400	
Sponsored Social Post (single platform)	\$250	\$650	IG or LinkedIn
Sponsored Social Bundle (IG + LinkedIn)	\$400	\$1,050	1 post/platform/mo.
All-Newsletter Bundle (3 banners, 1 month)	\$900	—	~10% savings

Rates above are a draft proposal benchmarked against comparable nonprofit and niche-audience newsletters/social channels, pending ArtTable's internal review and approval. Multi-month and member/nonprofit discounts available upon request.

RESERVE A PLACEMENT

To reserve a placement, request a custom package, or ask questions, contact Haley Carloni, Director of External Affairs at hcarloni@arttable.org.