

December 2009

Dear NYS ARTS and MANY Members, Colleagues, and Friends:

**For the first time, NYS ARTS and the Museum Association of New York are joining forces to create a powerful arts and cultural advocacy message to coincide with ARTS DAY 2010, and we want you to be a part of it.** After significant funding reductions to a variety of state programs this year, 2010 is shaping up to be a year of deepening financial fiscal challenges. While audiences to our exhibitions and programs grew substantially for many of us this year, our resources continue their decline.

NYS ARTS and MANY are two constant advocates for public funding for arts and culture. Each one of you also has multiple opportunities to tell your legislators how much you deserve this funding. One of these opportunities is to participate in the 2010 **SPECIAL CULTURAL SECTION** in *The New York State Legislative Gazette*. NYS ARTS and MANY will coordinate this section of articles as our way of informing state legislators, agency leaders, and their staffs about the important work arts councils, museums, and performing arts, visual and heritage organizations do. **This year, it is critical to join together to share our concerns and to highlight our work and our diversity!** The issue will be published on **ARTS DAY** -- February 24 -- and will reinforce the message we will be taking to legislators that day.

To take full advantage of this special feature section in the *Gazette*, NYS ARTS and MANY are reaching out to you to ask you to purchase an advertisement in the February 2nd issue. **For each ad sold, NYS ARTS and MANY receive equivalent editorial space** to highlight the impact of the state's arts and cultural organizations.

As the free weekly newspaper of New York State government, **the Gazette is an excellent vehicle for informing our elected officials and state agency leaders about what we do and how we do it.** Copies of the *Gazette* are distributed free of charge to legislators, lobbyists, and state offices throughout New York State. The *Gazette* is also a means to reach the general public as it is delivered to libraries, colleges, and retail newsstands in the Capital District, and to major hotels in the larger cities in the state.

**Won't you help us with this important task?** Enclosed you will find information on advertising rates and the topics we plan to address in the special section. If you have any general questions about this project, please feel free to call us at our respective offices. Specific questions regarding advertising can be made directly to Gina McCarthy at the *Legislative Gazette*, 518-473-9737. **Since all our budgets are tight, you may want to consider sharing ad space with other institutions in your county or region. Use your ad to feature an upcoming program or exhibition, or to thank your legislators for their support.** *It is important to remember that the more advertisements received, the more space we have to highlight the work you do.*

Thank you for your support and best wishes for a successful new year.

Sincerely,

*Judy*

Judith Kaufman Weiner, Executive Director  
NYS ARTS

*Anne*

Anne W. Ackerson, Director  
Museum Association of New York

### **Editorial Topics for 2010**

Topics will focus on the educational and economic impact of arts and cultural organizations on their communities as educators, community collaborators, and cultural stewards, specifically:

- How arts and cultural organizations are reaching out to diverse audiences with new or revised programs
- How arts and cultural organizations are collaborating with schools
- How arts and cultural organizations are transforming neighborhoods and communities

On February 2, 2010

The Legislative Gazette will publish a Special Report highlighting the importance of Arts & Culture



MUSEUM ASSOCIATION OF NEW YORK

Professional excellence through partnership



Adirondack Museum

Tang Camp Northwoods

Arts Center of the Capital Region

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### Net Advertising Rates

Full Page (10" w x 16" d).....	\$2,684.16
Half Page (10" w x 8" d).....	\$1,342.08
Quarter Page (5" w x 8" d).....	\$671.04
Eighth Page (5" w x 4" d).....	\$335.52
Sixteenth Page (5" w x 2" d).....	\$167.76
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Spot Color.....	\$200.00
Full Color.....	\$800.00

## Deadline to reserve space: January 6, 2010

To reserve your space, please contact

**Kathy Howland**

at (518) 486-6514 or via email at [khowland@legislativegazette.com](mailto:khowland@legislativegazette.com)

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