

BROOKLYN RAIL

CRITICAL PERSPECTIVES ON ARTS, POLITICS, AND CULTURE · INDEPENDENT AND FREE

New Social Environment Sponsorship

Updated: April 1, 2020

The New Social Environment

In response to the COVID-19 pandemic, the *Brooklyn Rail* has shifted our operations online. Under these new circumstances, we remain dedicated to supporting our community of readers, writers, and artists.

Each day at 1pm EST, we have a live conversation on Zoom with a special guest to discuss creative life in the context of our new social reality. Guests thus far include Shirin Neshat, EJ Hauser, Charles Bernstein, Paul Miller AKA DJ Spooky, Candida Alvarez, Lisa Yuskavage, and Julian Schnabel, among others.

These events welcome people from across the U.S and abroad and have an average attendance of about 150 (and as high as 360). The format of the event invites guests to actively participate with a dedicated time for Q&A at the end. This has created a space for vibrant conversations between the guest, the host, and the audience.



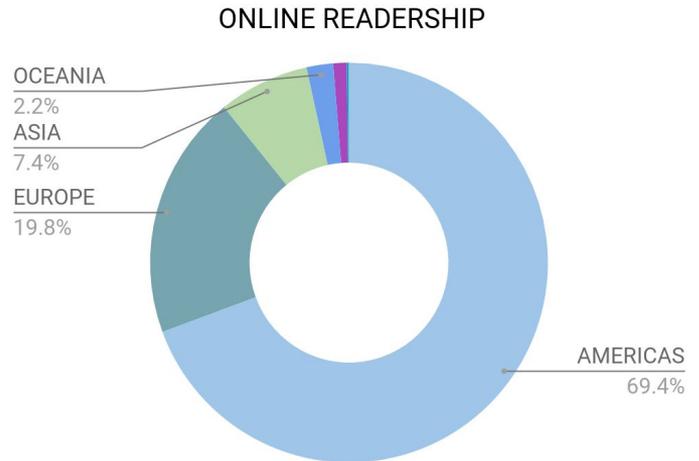
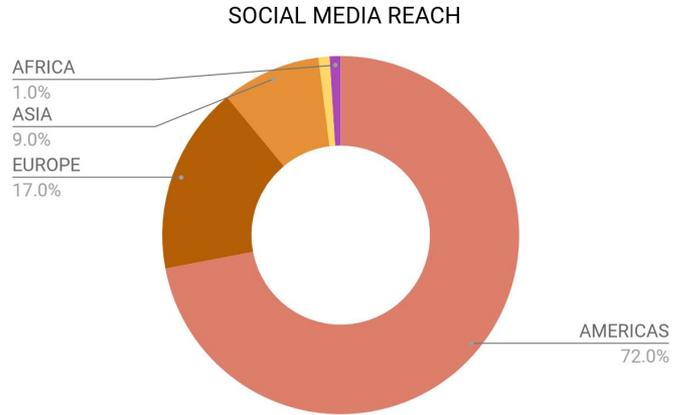
Our Reach

Founded in October 2000, the *Brooklyn Rail* provides an independent forum for arts, culture, and politics throughout New York City and far beyond.

The Rail is for those who read and think critically about art, culture, and our society including students, influential artists, writers, professors, curators, collectors and leaders in the arts.

We publish 10 issues a year and distribute free of charge in print, online, and on our social media. **In 2019, we reach over 1.5 million readers around the world.**

Print readership:
+200,000 annually
Online + Newsletter:
+110,000 monthly
Instagram:
+40,100 followers
Facebook:
12,700 followers
Twitter:
13,600 followers



What's Included

Sponsorship includes:

- Promotion on each of our social media channels leading up to the event:
 - Mention in the copy
 - Tagged profile in the image/video
 - On Instagram: Profile included as official Business Partner
 - The event will also be live streamed or upload afterwards to YouTube
- Promotion in our newsletter leading up to the event:
 - Mention in the subject, title, and copy
 - Newsletter ad at the bottom of the email
- A verbal announcement made by the MC at the beginning and end of the conversation
 - up to 500 attendees

Specs

Newsletter:

- W: 600px H: 230px
- Web URL
- Files must be sent as a one JPEG at 72dpi.

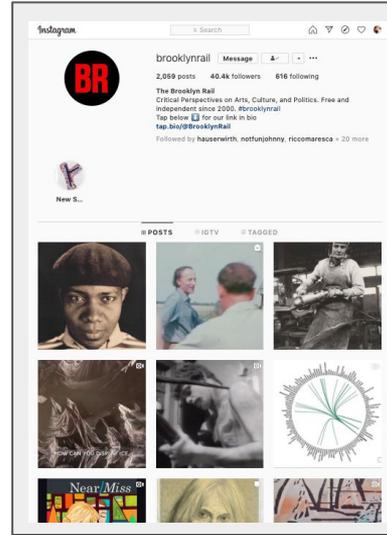
Social Media:

- Twitter, Facebook, and Instagram handles

Daily Social Environment:

- Desired date/week of sponsorship

Please send all materials to catherine@brooklynrail.org 10 days in advance of the event.



Timeline

1. The Brooklyn Rail (BR) invites [Gallery] to be a sponsor, discusses terms, and reaches consensus
2. BR constructs copy (social media, newsletter, eventbrite, and verbal announcement) and sends preview assets to [Gallery]
3. Day of: Invite Gallery representative to join at 12:45pm with host, guest artist, and Rail team.
 - 1:00pm Host Intro
 - 1:01pm MC announcement: “...We’d like to thank [Gallery] for partnering with us and their support of the Rail...”
 - Convo starts, questions, etc.
 - 2:00pm: MC announcement/wrap up: “...Thank you again [Gallery] for your partnership in this Social Environment. Please make sure to follow them on social media”

Terms & Contact

Contact

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Director of Advertising
catherine@brooklynrail.org
(203) 535-5874

The Brooklyn Rail
253 36th Street, Ste. C304, Unit 20
Brooklyn, NY 11232

<https://brooklynrail.org/advertise>

Terms

Acceptance of contract rate by customer constitutes contract.

The Brooklyn Rail reserves the right to decline any advertisement.

In the event of an error, the Brooklyn Rail's liability shall not exceed the cost of the space occupied by the error.

The Brooklyn Rail does not make any adjustments to an ad file once it has been received. This includes size, color, and registration. All artwork received is considered final.