Res Artis Advertising

About Res Artis

Res Artis was founded in 1993 and grew to become the largest membership based network of arts residency operators worldwide, comprising more than 600 members in over 70 countries.

We are the world-wide professional body for the field, ensuring sustainability and growth by providing capacity building tools for our members.

We connect, engage and advocate the importance of residencies in today’s society, and provide recommendations towards international cultural mobility research and policy.

How to advertise with us

You are not a residency organisation but you still have an opportunity that is interesting for our network and in line with our vision, mission and values? Or you have a special event or opportunity that needs a boost? Then post your opportunity through our network!

Become a fan on Facebook @ResArtis
Connect via LinkedIn
Follow us on Twitter @res_artis
Follow us on Instagram @res_artis
#resartis #artistresidencies
Vision
We are the worldwide professional body for artist residencies, ensuring sustainability and development of the field through enabling connection and facilitating professional development for our member organisations.

Mission
The mission of Res Artis is to:

- Enable sustainability by providing tools for professional development.
- Respect the regional, cultural and structural diversity of the artist residency field through adherence to our core values.
- Actively engage with and be responsive to members’ needs and changes in the field.
- Ensure transparency through clear communication with members, the cultural sector and wider public.
- Connect and promote members through face to face meetings and the use of digital platforms.

Values
The Res Artis Board, Staff and Membership adhere to:

Professionalism:
We are committed to continuous professional development and enhancement of knowledge and skills. We listen to each other and are responsive to artists’ needs and changes in the field.

Diversity:
We value regional, cultural and structural differences by respecting individuality.

Transparency:
We believe in the value of clear, accurate and proactive communication between Res Artis, our member organisations and visiting artists.

Sustainability:
We strive to improve the resources available to enable the longevity of Res Artis, our members and the artist residency field.
Performance and Visibility

Facebook Likes

Website Visitors
# Reach, advertising fees and pricing structure

<table>
<thead>
<tr>
<th>Platform/Channel</th>
<th>Reach (data as of July 2017)</th>
<th>Optimal dimensions for picture</th>
<th>Information requirements</th>
<th>Rate</th>
<th>Member rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (boosted)</td>
<td>118,000+</td>
<td>1200 x 627</td>
<td>Max. 300 characters + URL link + picture in JPEG or PNG</td>
<td>400 EUR</td>
<td>200 EUR</td>
</tr>
<tr>
<td>Facebook Members Only Group</td>
<td>250+</td>
<td>1200 x 627</td>
<td>Max. 300 characters + URL link + picture in JPEG or PNG</td>
<td>200 EUR</td>
<td>100 EUR</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,500+</td>
<td>440 x 220</td>
<td>Max. 140 characters incl. URL link + picture</td>
<td>200 EUR</td>
<td>100 EUR</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>550+</td>
<td>550 x 375</td>
<td>Max. 300 characters + URL link + picture in JPEG or PNG</td>
<td>200 EUR</td>
<td>100 EUR</td>
</tr>
<tr>
<td>Instagram</td>
<td>550+</td>
<td>1080 x 1080</td>
<td>Max. 300 characters + URL link + picture in JPEG or PNG</td>
<td>200 EUR</td>
<td>100 EUR</td>
</tr>
<tr>
<td>Members Only Newsletter</td>
<td>600+</td>
<td>800 x 600</td>
<td>Max. 150 words + URL link + picture in JPEG or PNG</td>
<td>680 EUR</td>
<td>340 EUR</td>
</tr>
<tr>
<td>Members Only Message (single item)</td>
<td>600+</td>
<td>800 x 600</td>
<td>Max. 150 words + URL link + picture in JPEG or PNG</td>
<td>1,700 EUR</td>
<td>850 EUR</td>
</tr>
<tr>
<td>Public Newsletter</td>
<td>29,000+</td>
<td>600 x 170</td>
<td>Max. 150 words + URL link + picture in JPEG or PNG</td>
<td>1,000 EUR</td>
<td>500 EUR</td>
</tr>
</tbody>
</table>
LinkedIn

Res Artis - Worldwide Network of Artist Residencies Become a volunteer translator for Res Artis! We are able to offer the Res Artis webpage and newsletter both in Spanish and French thanks to the generous contributions from our volunteer translators. Are you also interested in translating our newsletter once in a while from English to Spanish or French? Then contact us. We are looking forward to welcoming you in our team!

Volunteer translators program
resartis.org  •  In order to increase our service to a broader audience, we are currently looking for volunteer translators to work with us on translating our newsletters, press releases and website. These are volunteer contributions and will not be paid, but we will...

Twitter

Registration for the Res Artis Meeting in Copenhagen now open! Early bird registration ends on 14 July Statens Værktøjsfor Kunst, FABRIKKEN for Kunst og Design

Res Artis Meeting
Copenhagen 23-27 Oct. 2017

October 2017 - Copenhagen | ResArtis
ResArtis - Worldwide Network of Artist Residencies
RESARTIS.ORG

Like  Comment  Share

Res Artis @res_artis - 22h
Registration for the Res Artis Meeting in Copenhagen now open! Early bird registration ends on 14 July Statens Værktøjsfællesskab for Kunst, FABRIKKEN for Kunst og Design.

Instagram

Residency #1
Heather Van Winckel

res_artis

res_artis @res_artis: gallery: Announcing Residency #1 with Heather Van Winckel (Oakland, California). Heather researches how the idea that aesthetic judgmental behavior is disembodied and reified in our daily lives. Here she’s focusing on the symbolic meaning of neighborhood features (street signs, surveillance cameras, street signs, lamp posts, among others), and how, in a place with little police presence, public land is managed by private rule. @ResArtisResidencies #ResArtis
Newsletter Schedule 2017 & 2018

<table>
<thead>
<tr>
<th>Members Only Newsletter</th>
<th>Public Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2017</td>
<td>September 2017</td>
</tr>
<tr>
<td>November 2017</td>
<td></td>
</tr>
<tr>
<td>January 2018</td>
<td>January 2018</td>
</tr>
<tr>
<td>April 2018</td>
<td>May 2018</td>
</tr>
<tr>
<td>July 2018</td>
<td>August 2018</td>
</tr>
</tbody>
</table>

**Members Only Newsletter**

![Res Artis at Denkfest](image)

Res Artis Board Member and Director of Akademie Schloss Solitude, Jean-Baptiste Joly, attended the 7th edition of [Denkfest](#) taking place from 1-2 June in Ludwigshafen, Germany. The German speaking event under the title "Kunst braucht Raum - Was soll Rhein-Neckar Kunstschaftenden bieten?" attracted around 300 cultural workers, exploring ways in which the region around Ludwigshafen, Mannheim and Heidelberg can assist artists.

Through panels and workshops the participants discussed the working conditions for artists in the region as well as ways to expand and improve existing structures. Jean-Baptiste Joly participated in a lecture series that covered topics ranging from funding for culture and the arts to networking and interdisciplinary approaches.

**Public Newsletter**

**Become a volunteer translator for Res Artis**

![Volunteer](image)

First of all a big thank you to our wonderful [volunteer translators](#) – thanks to whom we are able to offer the Res Artis newsletter and parts of the webpage also in Spanish and French!

Are you also interested in translating our newsletter once in a while from English to Spanish or French? Then contact us at [webeditor@resartis.org](mailto:webeditor@resartis.org). We are looking forward to your e-mails.
**Audience Overview**

**Top 25 countries of residence**
- United States of America: 20,137
- United Kingdom: 7,614
- Germany: 4,855
- Canada: 4,683
- Italy: 4,524
- Australia: 4,441
- Spain: 4,230
- Brazil: 3,981
- France: 3,969
- India: 3,948
- Mexico: 3,630
- Argentina: 2,694
- Portugal: 2,504
- Netherlands: 2,269
- Turkey: 1,767
- Greece: 1,739
- Colombia: 1,530

*Data based on our follower base on Facebook.*
Term & Conditions

• Please send an e-mail to webeditor@resartis.org outlining the opportunity you would like to list with us, as well as what is your preferred channel.
• We will review your proposal to ensure all listings are in line with our vision, mission and values and serve the larger field of arts residencies.
• Res Artis reserves the right to decline listing your opportunity.
• Please plan ahead and send us your material at least two weeks prior to the posting date.
• Payment must be made in advance of advertising.

How to make a payment

Payment need to be made upfront, ahead of the advertising service. Please include your invoice number in the payment. Not including your invoice number will slow down the payment process.

To keep the transaction fee as low as possible, we suggest that you pay as follows:

Payments from within Europe have have low or no transaction fee, if paid via bank using IBAN. Paying with cheque or via bank draft is no longer an option.

Account Name: Res Artis
IBAN: NL61ABNA0818403594
BIC: ABNANL2A
Bank Name: ABN AMRO N.V.
Bank address: Gustav Mahlerlaan 10, 1082 PP Amsterdam, the Netherlands
Address Res Artis: Sarphatistraat 470, 1018 GW Amsterdam, the Netherlands

Payments from outside Europe have a much lower transaction fee if paid through PayPal. Follow this link for easy and safe PayPal payments:
http://www.resartis.org/en/Pay_your_Dues/