



Canada's Online Source for Visual Art Information



2017  
Media Kit

# Akimbo is Canada's Online source for visual culture

- We are Akimbo, an online resource connecting thousands of online, social and mobile subscribers to art and culture across Canada.
- Since 1999, we've promoted visual and performance art, video, new media and film locally, nationally, and internationally.
- We pride ourselves in continuing to be a completely paperless and digital operation with accessible rates.

# Our users are your audience: they want to hear about you!

- Our subscribers are Canadian and international visual arts professionals and supporters who are linked to your news, exhibitions and events through Akimbo services.
- We ensure your message is delivered in an effective and timely way, while being made accessible on multiple platforms for enhanced visibility.

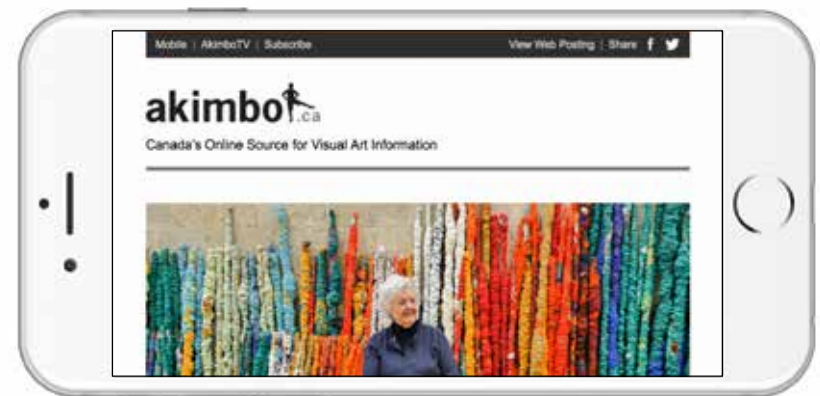
\*akim·bo / adjective not used before a noun  
1 of the arms : with the hands on the hips and the elbows turned outward  
- She stood with arms akimbo.  
2 of the legs : spread apart in a bent position  
- He sat with legs akimbo.

# Using Akimbo gets results

- Higher audience turnouts
- More artist call responses
- The right candidate for the job
- More filled seats
- Better media coverage
- Increased visibility nation wide

“Akimbo was ahead of the social media curve from the start, and has remained unique in the way it shares and contextualizes our work in the milieu that matter most. Bravo Akimbo!”  
- Vera Frenkel, Artist

“We love Akimbo and rely on your amazing services to help advertise our year-round courses, special programming, and employment opportunities.”  
- Renée Castonguay, Toronto School of Art



# Akimbo Services at a Glance

## Content Promotion

### Akimbo

- An email blast dedicated to a single client ad sent to our subscribers
- Content posted to akimbo.ca the day your Akimbo goes out

### Akimbit

- Ad space in a multi-event email blast sent to our subscribers
- Content posted to akimbo.ca the day your Akimbit goes out

## Web Posting

- Content posted to akimbo.ca within 24-48 hours of submission

## Homepage Carousel Image

- Single image in akimbo.ca carousel
- Website + Mobile App
- Links to your posting on akimbo.ca

Full details and rates on Page 16

\* this can be a stand-alone purchase

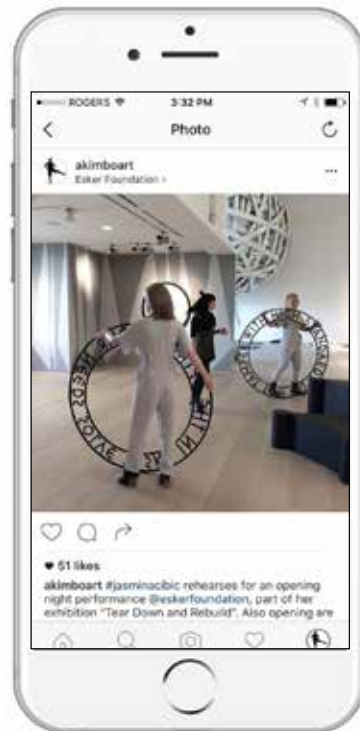
## Social Media

### Add it on!

- Add it on to your Akimbo, Akimbit or Web Posting, with links to akimbo.ca
- Packages share across our Twitter, Facebook and/or Instagram

### Stand Alone Social\*

- Links to any URL across our Twitter, Facebook and/or Instagram



## Online Advertising

### Website Display Ad\*

- Links to your URL on Akimblog, Hit List, Gallery Tours, Directory and Awards pages

### Website Logo Ad\*

- Links to your URL on Gallery Tours, Events, Calls, Jobs, Exhibitions, Learning and Publications pages

### Mobile Display Ad\*

- Links to your URL on the Splash Screen at app launch

### Mobile Banner Ad\*

- Links to your URL with General Banner Ads on Home Screen, Favourites, Jobs, Calls and Akimblog page
- Venue-dedicated Banner Ads appear on your listings and your detailed venue page

### AkimboTV Skyscraper Ad\*

- Links to your URL from the AkimboTV Homepage screen

### Akimbo TV Pop-Up Ad\*

- Links to your URL on the Channel, Episode screens

# Akimbo reaches the people you want to see your message

Our growing list of opt-in email subscribers look forward to opening their inboxes to find out more about what's happening. Spread the word directly about your event to the people you want to read it!



## Akimbo Email Subscribers

- 40% Individuals
  - 30% Galleries, Arts Organizations and Councils, Design and Architecture Firms, Film and Video Organizations and Distributors
  - 20% Media and Arts Critics
  - 10% Arts Educators
- of 10,000 opt-in email subscribers

**10,000+**  
opt-in email subscribers  
receive email from Akimbo

**38%** average open rate  
well above industry standard\*

“Since the Akimbo went out this morning, I’ve received 5 emails from writers and critics asking about the gallery and show. How’s that for an immediate impact! Thanks to Akimbo!!!!!”

- Lisa Kehler, Lisa Kehler Art + Projects, Winnipeg

Note: All stats as of November 2016

Average open rate stat shows average open rate between Akimbo and Akimbit emails

\* Industry average open rate for Arts/Artists in 2016 is 27%. Source: Mail Chimp



# Harness the power of email with Akimbos, our signature product

Promote openings, exhibitions, performances, screenings, talks, launches, calls, jobs, workshops and more. Our email broadcasts are expertly formatted and designed to ensure your message gets opened and read by our 10,000+ opt-in subscribers, as well as posted to our Website, RSS feeds, Calendar Download and Mobile App.

## Akimbo Emails

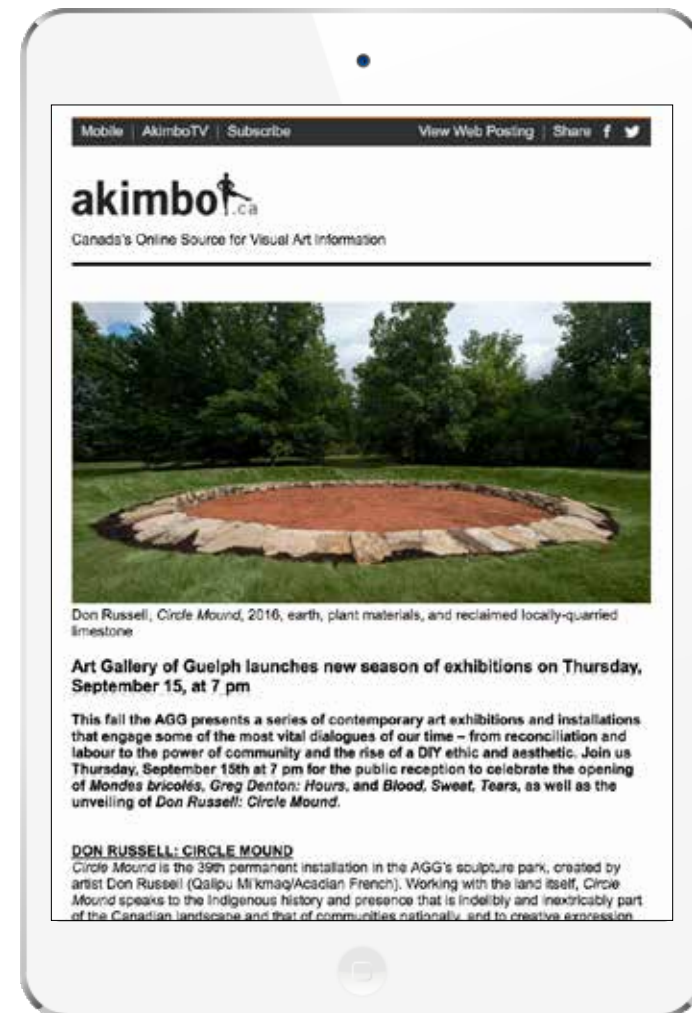
- This is where our story began in 1999, as Canada's first email art campaign delivery service.
- The content and subject line are dedicated to your message only.
- Subject lines are crafted according to user testing and research to achieve the best results.
- Your content links to a full-content page on our website/app dedicated to just your event.

**35%** average open rate  
well above industry standard\*

"Wow, these are great open rates - looks like we got the right target with this one!"

- Elizabeth O'Grady, Marketing Coordinator,  
Royal Ontario Museum, Toronto

\* Industry average open rate for Arts/Artists in 2016 is 27%. Source: Mail Chimp



Subject: Fall Season Launch & Sculpture Commission  
Unveiling Sept. 15 @ Art Gallery of Guelph

# Get your message directly into inboxes with an Akimbit

Send out your news about events, exhibitions, screenings, talks, calls, jobs, workshops, publications and more. Our Akimbits are expertly formatted and designed to ensure your message gets maximum reach and read by our 10,000+ opt-in subscribers, as well as posted to our Website, RSS feeds, Calendar Download and Mobile App.

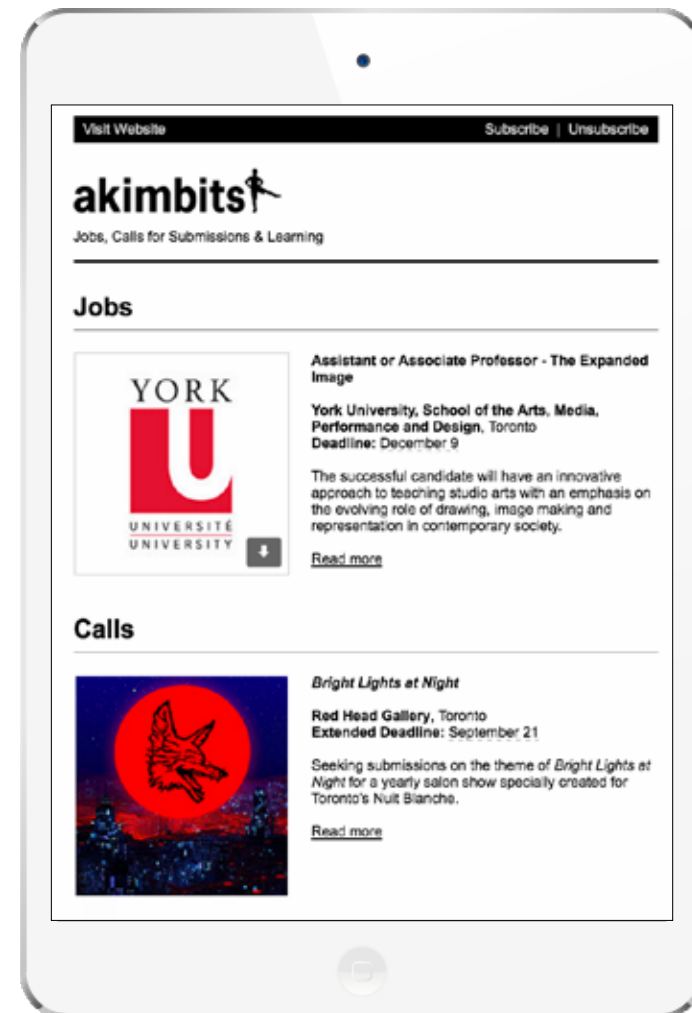
## Akimbit Emails

- Your content is presented as a thumbnail in a multi-event listing, linking to a full-content page on our website/app dedicated to just your event.
- Akimbits for Exhibitions / Events / Auctions are sent out each Tuesday.
- Akimbits for Jobs / Calls / Learning / Publications are sent out each Wednesday.
- Content teaser appears to the right of your 200x200px thumbnail image.
- “Read more” links to your complete copy on akimbo.ca.

**38%** average open rate  
well above industry standard\*

“My client is over the moon with our result. Thank you!”  
- Karen Mills, Public Art Management, Toronto

\* Industry average open rate for Arts/Artists in 2016 is 27%. Source: Mail Chimp



Subject line: Akimbits: Jobs, Calls for Submissions & Learning

# You'll find it all at akimbo.ca

Our website gets over 155,000 unique visitors per month, making it one of the most viewed arts websites in Canada!

## Web Postings

- Your content is posted directly to akimbo.ca - this is a great option if your campaign does not require an email blast.
- Our categories for web postings include: Calls for Submissions, Jobs, Events, Exhibitions, Publications and Learning
- All Akimbo and Akimbit eblasts also include a web posting

**750,000+**  
unique page views  
each month on akimbo.ca



“The ad worked! We got some excellent applicants for the job.”

- Barb Hunt, Professor, Visual Arts Program, Grenfell Campus, Memorial University of Newfoundland



# Extend your reach through Social Media promotion

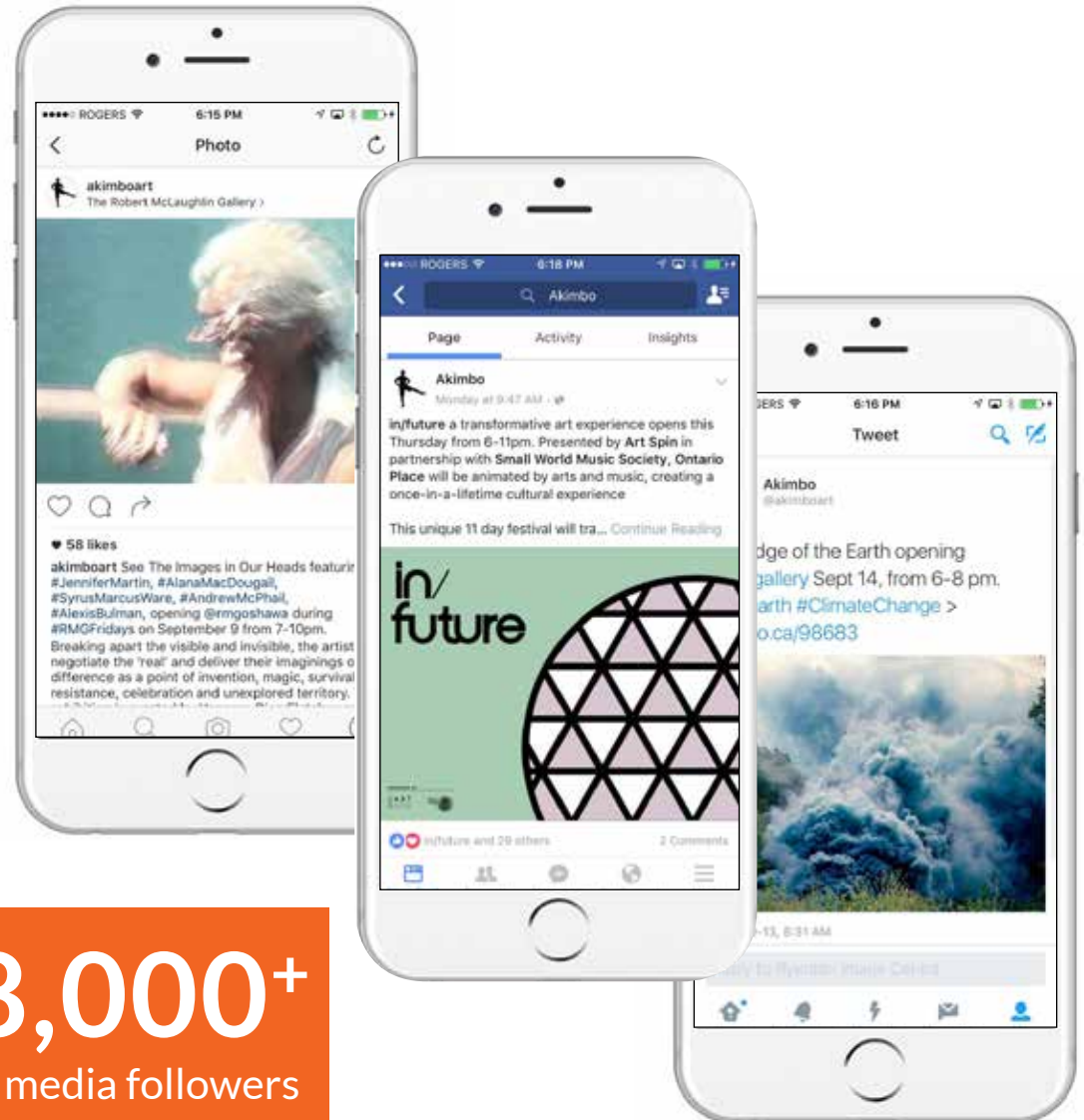
Amplify your message instantly by reaching our followers, including engaged art lovers and professionals who are discerning, curious, open and interested in what's next. Reach new audiences and grow your own platforms.

## Social Media Packages

- We expertly craft your message and post it at peak times of social media activity so that your message has maximum reach.
- Using insights and analytics, we ensure your post attracts attention and has a high level of engagement.
- We use Facebook Ad Boosts and Instagram Sponsored Posts to amplify your message by upwards of 300%

## How to use our Social Media Services

- Add on to an Akimbo, Akimbit or Web Posting, with a link to your listing on akimbo.ca
- We offer services that share your content across Facebook, Twitter and Instagram.
- New for 2017! Check out our Instagram Album Share Package to share more artwork and photos! (a great option to promote a group exhibition)
- Stand-alone purchase. Links to any URL.
- See Page 17 for packages and rates.



**28,000+**  
social media followers

# Be seen first in our Homepage Carousel on akimbo.ca

Showcase your captivating image on our **Homepage Carousel** to build recognition for your event by driving akimbo.ca visitors to your listing.

## Homepage Carousel Image Advertising

- Links directing to your Akimbo, Akimbit or Web Posting.
- Appears on akimbo.ca and Mobile App Home Screens (automatic carousel).
- We help you choose your image carefully to maximize its impact.
- Each Carousel Image is accompanied by a short description crafted by our team according to user research for best results.



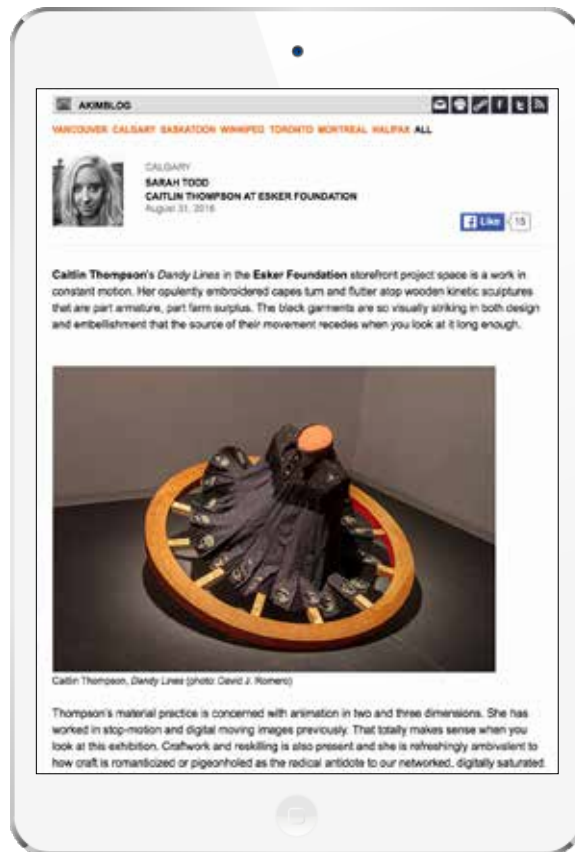
“Akimbo has become a fabulous vehicle for us in the arts and culture to share our stories and to be able to tell others about the events we’re engaged in.”

- Edward Burtynsky, Artist and Founder of Toronto Image Works

**155,000** unique visits  
monthly on akimbo.ca

# Akimbo is dedicated to promoting Canadian culture

With weekly updates to Akimblog and Hit List, as well as Gallery Tours showing recommended tours and maps across Canada, we always let you know what's new and hot, and where to find it!



## Akimblog

- Critical writing from Vancouver, Calgary, Saskatoon, Winnipeg, Toronto, Montreal and Halifax

## Hit List

- Generated by artists and arts professionals with five things they are interested in right now

## Gallery Tours

- Geo-location tours in Vancouver, Calgary, Winnipeg, Toronto, Montreal and Halifax

# Get excited about email with an ad on our Akimblog eblast!

Since 2006, Akimblog has been a source for online art reviews and editorial content about exhibitions and events across Canada. Our Akimblog email is sent out each Thursday and provides a summary of our newest art reviews for the week. Have your ad seen by our 10,000+ opt-in subscribers with our NEW Akimblog banner ad.

## Akimblog Banner Ad

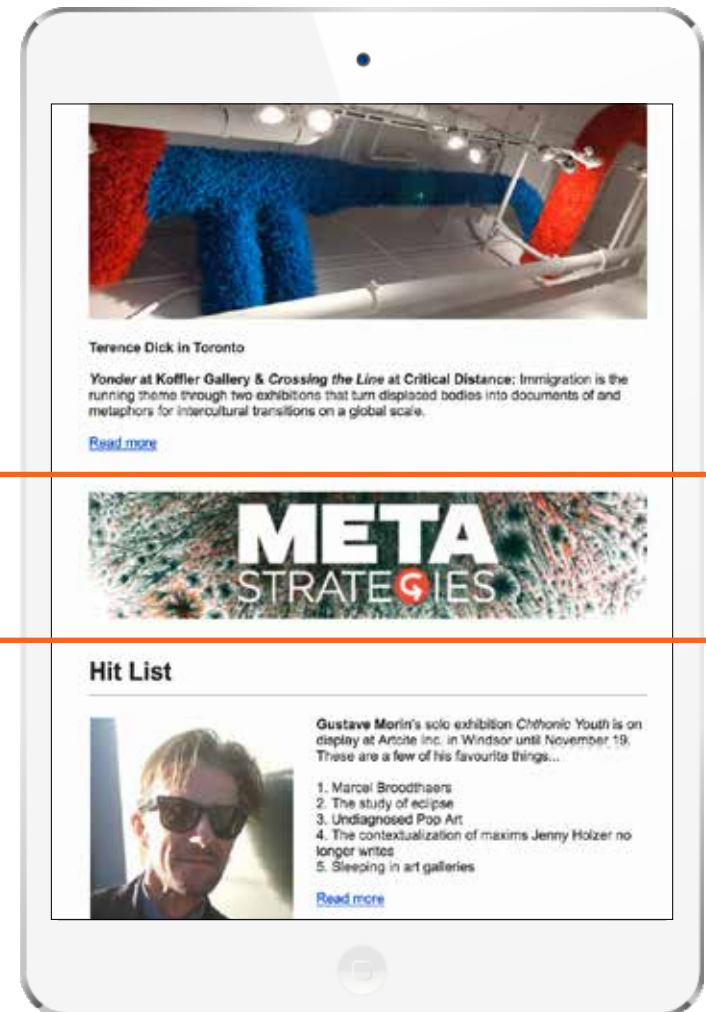
- Your banner ad is displayed within our editorial Akimblog eblast, linking directly to your website or offer
- Ad appears as a 550 x 120 pixel image, below the editorial review content and above the popular Hit List
- Exclusive content - your ad is the **only** advertisement in the eblast and will be seen by thousands of readers

**40%** average open rate  
well above industry standard\*

“Akimbo brightens up my workday and keeps me in the reminder loop of why we make ART and why we support it!”

- Graham Asmundson  
Plug In Institute of Contemporary Art, Winnipeg

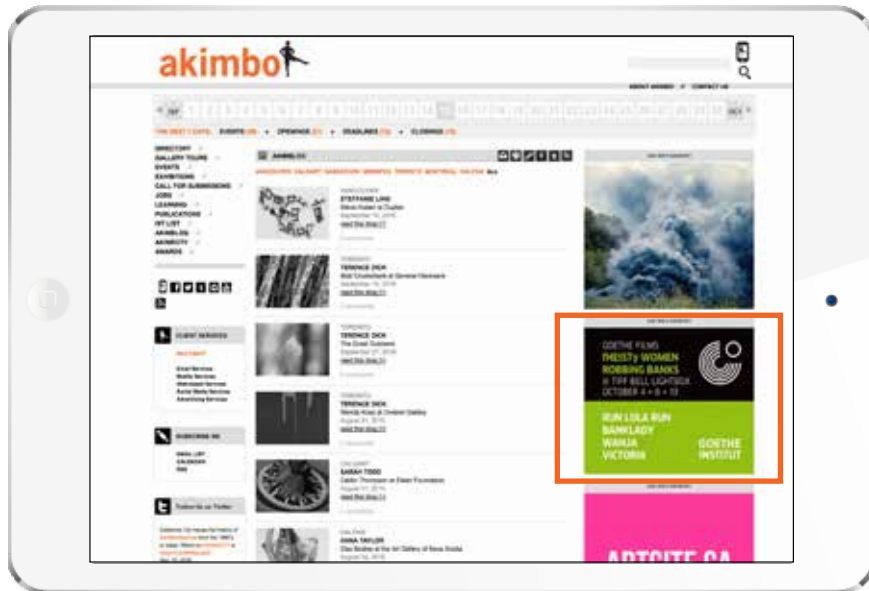
\* Average open rate for Akimblog. Industry average open rate for Arts/Artists in 2016 is 27%. Source: Mail Chimp



Subject line: Akimblog: Reviews, Hit List & Connects

# Advertising works - get more results from akimbo.ca

Create a **Display or Web Logo Ad** that links to your website. Enhance familiarity with your programs, exhibitions, events and your name, while increasing traffic to your website, improving your website's organic SEO ranking.



## Display Ads

- Links to your URL
- Appears on Akimblog, Hit List, Gallery Tours, Directory and Awards Pages

## Logo Ads

- Links to your URL
- Appears on Gallery Tours, Events, Exhibitions, Calls, Jobs, Learning and Publications Pages

**40,000** Akimblog visits  
monthly on akimbo.ca

**35,500** Tours visits  
monthly on akimbo.ca

# Get into the hands of art lovers on the Mobile App

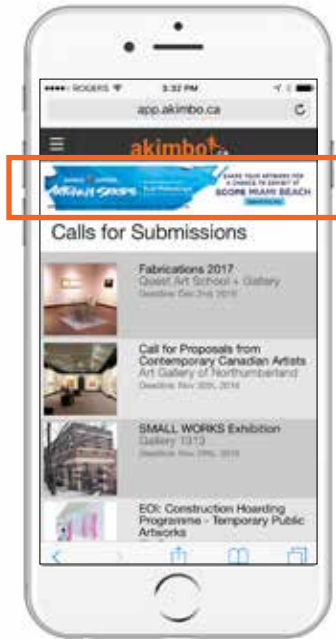
The Akimbo App at [app.akimbo.ca](http://app.akimbo.ca) provides mobile access to users on the go. It can be used on any device and on any platform including Apple, Android, Blackberry phones and tablets.

**8,100**  
app users  
monthly on [app.akimbo.ca](http://app.akimbo.ca)



## Display Ads

- Links to your URL
- Appears on the Splash Screen each time the app is launched
- Pops up on the Home Screen of Gallery Tours



## Banner Ads

- Links to your URL
- General Banner Ads appear on Home Screen, Favourites, Jobs, Calls and Akimblog pages
- Venue-dedicated Banner Ads appear on your listings and your detailed venue page



## Homepage Carousel Image

- Links to Akimbo/Akimbit/Web Posting
- Appears on Akimbo.ca and Mobile App Home Screens

# Watch the latest from the art world on AkimboTV

AkimboTV is our online video arts channel showing innovative contemporary art video. Original, entertaining and educational, our content allows viewers to participate in video culture and become part of a collective experience.



**Artland:** Go behind-the-scenes with interviews and profiles of art-world luminaries.



**Review:** Engaging commentary on contemporary art and the ideas behind it



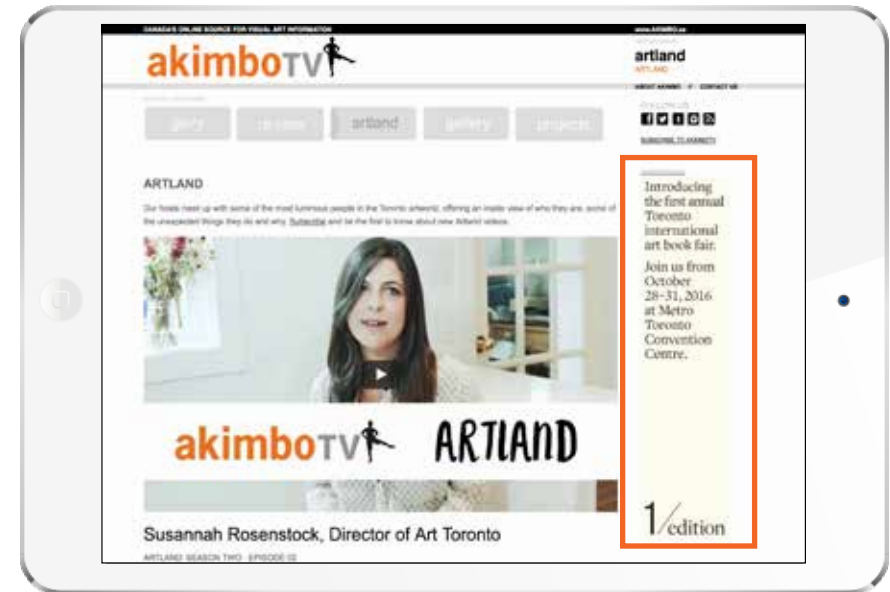
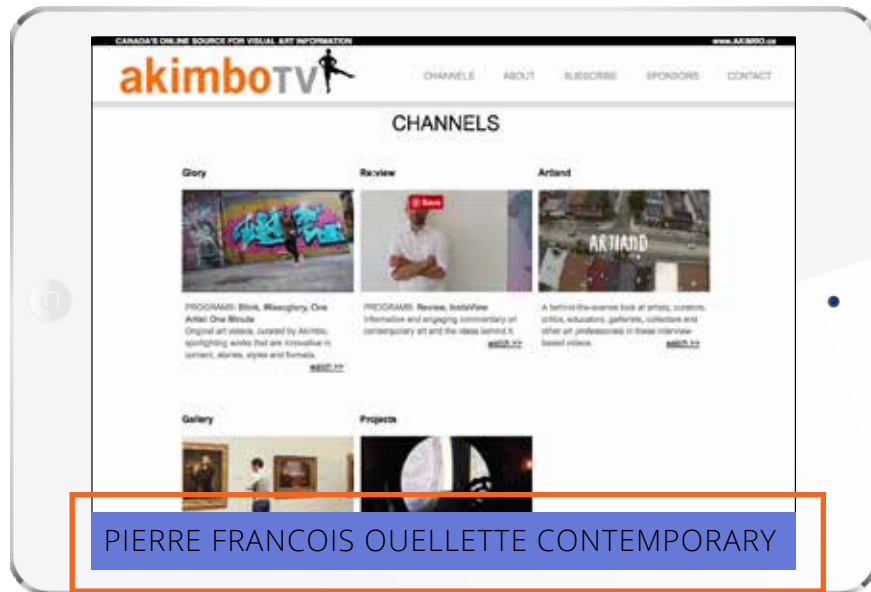
**Gallery:** Instant access to videos by your favourite galleries and cultural organizations



**Projects & Glory:** Curated by Akimbo, spotlighting innovative works and formats

# Reach a captivated art audience on AkimboTV

AkimboTV's innovative contemporary art video attracts a venturesome and discerning audience of dedicated and engaged art lovers from around the world. Connect with international art-lovers!



## Pop-Up Ads

- Links to your URL
- Appears on AkimboTV Landing Page screen

**7,500** Landing Page visits  
monthly on akimbo.ca

## Skyscraper Ads

- Links to your URL
- Appears on Channel, Episode screens

**37,670** Episode visits  
monthly on akimbo.ca



# Akimbo Services and Rates 2017

## Content Release Services

### Akimbo - \$165

- An email blast dedicated to a single client ad sent to our subscribers
- Content posted to akimbo.ca the day your Akimbo goes out
- Calendar download + RSS feed
- Searchable on Mobile App listings and map (if exhibition, event, call or job)

### Akimbit - \$140

- Ad space in a multi-event email blast sent to our subscribers
- Content posted to akimbo.ca the day your Akimbit goes out
- Calendar download + RSS feed
- Searchable on Mobile App listings and map (if exhibition, event, call or job)

### Web Posting - \$115

- Content posted to akimbo.ca within 24-48 hours of submission
- Calendar download + RSS feed
- Searchable on Mobile App listings and map (if exhibition, event, call or job)

## Social Media Services

### Add it on!

- Add it on to your Akimbo, Akimbit or Web Posting, with links to akimbo.ca
- **Duo Share Package - \$50**
  - 1 Facebook Boosted Post
  - 2 Tweets
- **Trio Share Package - \$60**
  - 1 Facebook Boosted Post
  - 2 Tweets
  - 1 Instagram Boosted Post
- **Trio Share Album Package - \$70**
  - 1 Facebook Boosted Post
  - 2 Tweets
  - 1 Instagram Boosted Album post (with up to 10 images)

### Stand Alone\*

- Stand-alone purchase, links to any URL
- **Duo Share Package - \$70**
  - 1 Facebook Boosted Post
  - 2 Tweets
- **Trio Share Package - \$80**
  - 1 Facebook Boosted Post
  - 2 Tweets
  - 1 Instagram Boosted Post
- **Trio Share Album Package - \$70**
  - 1 Facebook Boosted Post
  - 2 Tweets
  - 1 Instagram Boosted Album post (with up to 10 images)



Based on availability. HST extra.  
\* This can be a stand-alone purchase

# Akimbo Services and Rates 2017 (continued)

## Website Advertising

### Website Display Ad\*

- 300 x 250 px
- Links to your URL
- jpg or animated gif

1 wk 2 wk 1 mo 2 mo  
\$115 \$170 \$345 \$575

### Website Logo Ad\*

- 80 x 80 px
- Links to your URL
- jpg or animated gif

1 wk 2 wk 1 mo 2 mo 3 mo 6 mo 1 yr  
\$80 \$125 \$210 \$355 \$470 \$875 \$1495

## Mobile App Advertising

### Banner Ad\*

- 480 x 80 px
- Links to your URL
- jpg or animated gif

2 wk 1 mo  
\$75 \$115

### Display Ad\*

- 300 x 250 px
- Links to your URL
- jpg or animated gif

2 wk 1 mo  
\$230 \$345

## AkimboTV Advertising

### Pop-Up Ad\*

- 860 x 100 px
- Links to your URL
- jpg or animated gif

2 wk 1 mo  
\$75 \$115

### Skyscraper Ad\*

- 150 x 600 px
- Links to your URL
- jpg or animated gif

2 wk 1 mo  
\$230 \$345

## Homepage Carousel Image

- Links to your posting on akimbo.ca
- 450 x 345 px image
- Website + Mobile App

3 day 1 wk 2 wk 1 mo  
\$70 \$115 \$200 \$345

## Akimblog Banner Ad

- Banner ad displayed within our editorial Akimblog eblast
- 550 x 120 px jpg or animated gif
- Content links directly to your website

## Repeat and Save! Re-run your ad for greater value!

1x 2x 3x 4x  
\$250 \$475 \$700 \$900

“Many thanks for your help with our promotion. It is really making a difference in terms of our audiences. Keep it up!!”

- Lisa Steele, Director, Vtape

Based on availability. HST extra.

\* This can be a stand-alone purchase

# New! Akimbo 2017 Packages and Promotions

Want to make the most of your purchase with Akimbo? Package your services and save! We've done the heavy lifting for you and packaged together services to create three great deals.

## Savvy Promoter - \$320

- Want your event to receive as much exposure as possible? This package is for those who want to be seen!
- Package Includes:
  - 1 Akimbo
  - 1 Trio Social Share
  - 1 wk Homepage Carousel Image
- **Package and save \$20!**

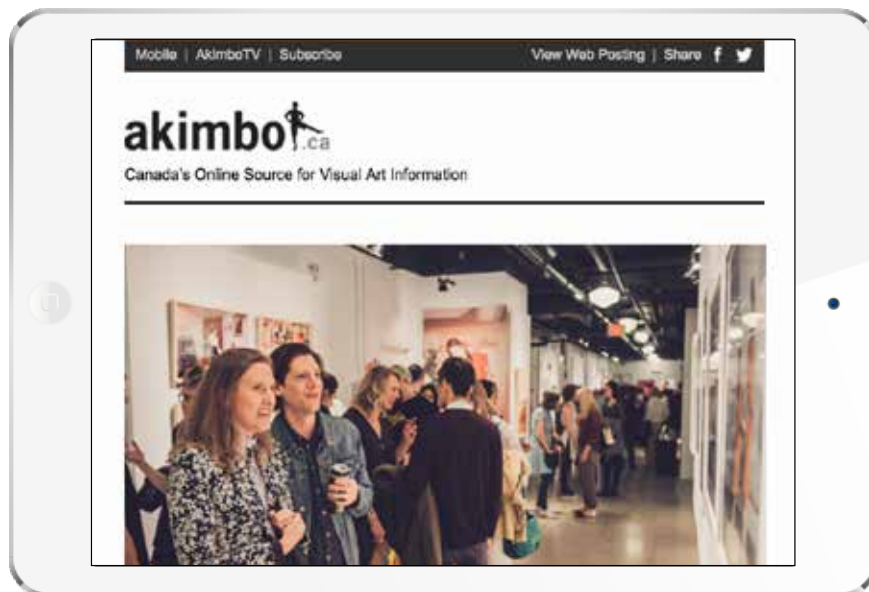
## Repeat Poster - \$530

- This package is ideal for jobs, calls for submissions, or events where you want to remind people about your info!
- Package Includes:
  - 1 Akimbo
  - 1 Akimbit\*
  - 2 wk Website Display Ad
  - 2 Duo Social Shares
- **Package and save \$45!**

\* Akimbit must be a re-post of the Akimbo

## Media Lover - \$650

- You know how to get the most bang for your buck! This package is perfect for those who want to stand out.
- Package Includes:
  - 1 Akimbo
  - 1 Trio Social Share
  - 2 wk Website Display Ad
  - 2 wk AKTV skyscraper
  - 2 wk mobile banner
- **Package and save \$150!**



Subject: Call for Participation for CONTACT 2017 Open Exhibitions



\* Packages based on availability. HST extra.

# Ready to book? Contact [info@akimbo.ca](mailto:info@akimbo.ca) today!

Reserving is easy! Email us with the services and dates you would like to purchase and we'll send you a booking confirmation with everything you need to craft a captivating campaign. We work with you every step of the way to ensure you get the maximum reach for your spend.

## Material and Payment Guidelines

### Akimbo, Akimbit, Web Posting

#### Copy

- Send copy and images in 1 email to [info@akimbo.ca](mailto:info@akimbo.ca)
- Send in body of email or as text attachment; do not send as PDF
- Maximum of 1,000 words
- Include location and contact information (email and/or phone)
- Maximum 15 hyperlinks - avoid duplicate links

#### Images

- Maximum 3 images/jpgs that includes logos
- Each image should be 72 dpi and a maximum of 550 pixels wide
- Send as jpg attachments only

#### Akimbo Proof

- Note: The proof stage is for checking accuracy, not re-writes
- Sign off due by noon EST the day before your blast is due to go out

#### Akimbo Cancellation and Charges

- \$165 charge for missed proof sign off/ late cancellation (5 business days before Akimbo date)
- \$50 charge per proof for extensive re-writes

### Social Media

- Send us your handles for mention in posts on your behalf
- Copy: Your social posts are composed by Akimbo based on best practices
- Images: Must contain less than 20% text due to Facebook boosted ad guidelines

### Advertising

- Let us know what ad you want to book and for how long
- Send us a graphic sized for the ad you are booking (see previous page for reference) as a (jpg, gif, or animated gif)
- Send us the URL you would like to link your ad to

### Payment

Once a booking is confirmed, prepayment can be made by using PayPal. If you are a returning client with all accounts in good standing, prepayment is not required.

**Questions?** Contact Sam Mogelonsky, Director of Sales & Business Development at [info@akimbo.ca](mailto:info@akimbo.ca) or 647-769-7887