



## Tiered Packaging January 2019

**ArtBeat Santa Fe** has set our **prices** to be lower than those of a local print ad\*. Last year, we decided to set up tiered pricing. Here's a list of our deliverables for each price category. Please note that we are always happy to create a custom package for you at a custom price!

**Book early** so you can use that content in your own internet marketing campaign!

We continue to offer our **basic package at \$275**. We suggest this package for the day before or afternoon of your event. It's great for a one-time marketing campaign where you feel fully capable of using the product we produce for you (our interviews and social-media blasts) on your own. The basic package could include:

- ✓ A couple of days' worth of social-media blasts about your upcoming live interview and your event itself (such as a gallery opening, an artist talk, or a campaign for an individual artist). We'll make a 30-second "video" using a GoPro app. (You'll need to send us at least 6 still images.) That 30-second "video" will be posted on Instagram and Twitter, as well as Facebook.
- ✓ A two to three-minute LIVE interview on our Facebook page.
- ✓ A day of follow-up social-media posts advising our audiences to check out our/your content.

Our **mid-range package** is perfect for a **planned marketing campaign** that runs a couple of weeks to a month ahead of your event. For **\$475**, you'll get the basic package, with such add-ons as:

- ✓ A 12 to 15-minute digital interview, which we'll post on our YouTube channel and send to you.
- ✓ A **short summary** (of about 250 words) written by art historian and arts writer Kathryn M Davis about your artist, event, or the issue you want attention drawn to. This can be posted on our blog page.
- ✓ A **concentration of social media blasts** before and after your broadcast. We encourage you to **schedule early** so that you can use our content in your marketing campaign.
- ✓ We will pay to **boost your broadcast** from our social media accounts.
- ✓ A **wrap report with analytics** from our website and various social media accounts, including where your audience is checking in from (Great Britain! Germany! LA! Texas!)
- ✓ Your broadcast as a podcast on **iTunes** and **Spotify**.

Our final package is for those of you who just don't have time to post online. **Let us be your social-media consultants!** **Pricing for this begins at \$675** and is limited to one event; a consultation visit is required so that we can determine the right plan of approach and period of time for you. For example, we may run a campaign for a couple of months on a particular artist, with interviews from their studio or gallery, and critical content on their place in art history. People love to see the inside story, direct from the artist: This is **the perfect package for promoting the personality behind the paintings (or issues behind the event)!**

### Package discounts:

|                                    |         |
|------------------------------------|---------|
| <b>Three</b> or <b>four</b> events | 20% off |
| <b>Five</b> events                 | 25% off |
| <b>Six</b> events (our maximum)    | 30% off |

Not sure which pricing is best for you? **Schedule a consultation appointment for \$50**, applicable toward whichever tier and/or package you choose. We are happy to work with you to create a custom package at a custom price.

\*based on current **Pasatiempo** ads.