The International Association of Blacks in Dance

2020 ADVERTISING KIT
About The International Association of Blacks in Dance

OUR STORY

ORIGINALLY FOUNDED IN 1988 as an international conference for Black Dance Companies, The International Association of Blacks in Dance (IABD) now stands as the preeminent global institution committed to the support and presentation of the Black Dance Community. Over its three decades of existence, IABD has come to represent communities of administrators, artists, dance companies and directors, educators, scholars, students and teachers all of whom make up the global diversity of Black Dance.

WHAT WE AIM TO DO

IABD preserves and promotes dance by people of African ancestry or origin, and assists and increases opportunities for artists in advocacy, audience development, education, funding, networking, performance, philosophical dialogue, and touring.
Dance Thrives Here and will continue to do so because of you.
THE INTERNATIONAL ASSOCIATION OF BLACKS IN DANCE (IABD)

has become the Mecca for Blacks in Dance. The Association provides a network, formal newsletters, choreographers directory, published papers and is the raison d’être for the annual conference and festival. The Association also responds to and initiates dialogue around issues that impact the Black Dance Community as well as the Dance community at large. IABD has developed national prominence and allowed the Black Dance Community to come together on issues important to them.

We Are One-Of-A-Kind
Looking to expand your network? IABD is the go-to resource for all things Black Dance. Between our membership, programs, and digital and social platforms, IABD reaches an international audience of 59,000*, consisting of Black Dance professionals, agents, administrators, artists, choreographers, dance companies, directors, educators, scholars, students, teachers, and those interested in artistry, Black dance issues, and performance presentations, and many others.

*Consisting of average social media followings, total e-communication subscribers and web visitors as of 5/7/2020
Place a Banner Ad on the IABD Homepage

IABD Website

44K

USERS ANNUALLY

Our website has approximately 44K users annually. Viewers spend an average of 4 minutes on each page visited and visit an average of 4.07 pages per session.

80% are new site visitors
20% are returning visitors

www.iabdassociation.org
IABD E-Communications

IABD Subscribers

7324
IABD DATABASE

2623
IABD MEMBERS

Weekly 411 E-Blasts

26%
OPEN RATE

2.6%
CLICK RATE

Dedicated E-Blasts

22%
OPEN RATE

1.3%
CLICK RATE

Time Keepers of the Flame Member Newsletter

20%
OPEN RATE

1.7%
CLICK RATE
# Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Audience</th>
<th>Engagement</th>
<th>Impressions</th>
<th>Page Reach</th>
<th>Organic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td><strong>2.1K</strong></td>
<td>246 (16/day)</td>
<td>8K (561/day)</td>
<td>5K (366/day)</td>
<td>Organic</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td><strong>5.7K</strong></td>
<td>725 (48/day)</td>
<td>19K (1290/day)</td>
<td>7K (449/day)</td>
<td></td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td><strong>1.1K</strong></td>
<td>2% Rate</td>
<td>Ave. 1 New follower/day</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Consisting of average social media followings, total e-communication subscribers and web visitors as of 8/28/2020.
# 2020 IABD Advertising Opportunities

<table>
<thead>
<tr>
<th></th>
<th>MEMBERS</th>
<th>GENERAL PUBLIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly 411 e-blasts</strong></td>
<td>$45</td>
<td>$50</td>
</tr>
<tr>
<td><strong>Dedicated e-blasts</strong></td>
<td>$180</td>
<td>$200</td>
</tr>
<tr>
<td><strong>Monthly Member Newsletter</strong></td>
<td>$135</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>Free</td>
<td>$50</td>
</tr>
<tr>
<td><strong>IABD Website Calendar</strong></td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td><strong>IABD Career Center</strong></td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td><strong>IABD Website Banner</strong></td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>Peak Months - Aug to Jan</td>
<td>$270</td>
<td>Peak Months - $300</td>
</tr>
<tr>
<td>Off Peak Months - Feb to July</td>
<td>$180</td>
<td>Off Peak Months - $200</td>
</tr>
</tbody>
</table>
Advertisement Specifications

**Weekly 411 E-blasts**
- Single Ad Image (png 300-600 px width, any height)
- Active Link

**Monthly Member Newsletter**
- Single Ad Image (png 300-600 px width, any height)
- Active Link

**Facebook**
- Ad Image (1200 x 630px)
- Advertisement Copy
- Active Link

**Website Banner**
- Single Ad Image (jpg 1000 x 320 px)
- Active Link

**Instagram Story**
- Ad Image (1080 x 1920px)
- IG Handle
- No Active Link

**Twitter**
- Ad Image (600 x 335px)
- Advertisement Copy- 280 character count
- Active Link

All ad requests must be submitted to communications@iabdassociation.org
Reach Us

For questions or additional information

TIFFANY PITTMAN, IABD MARKETING & PR MANAGER
COMMUNICATIONS@IABDASSOCIATION.ORG

8730 Georgia Ave, Suite 606
Silver Spring, MD 20910

PHONE NUMBER

(301) 755-0831