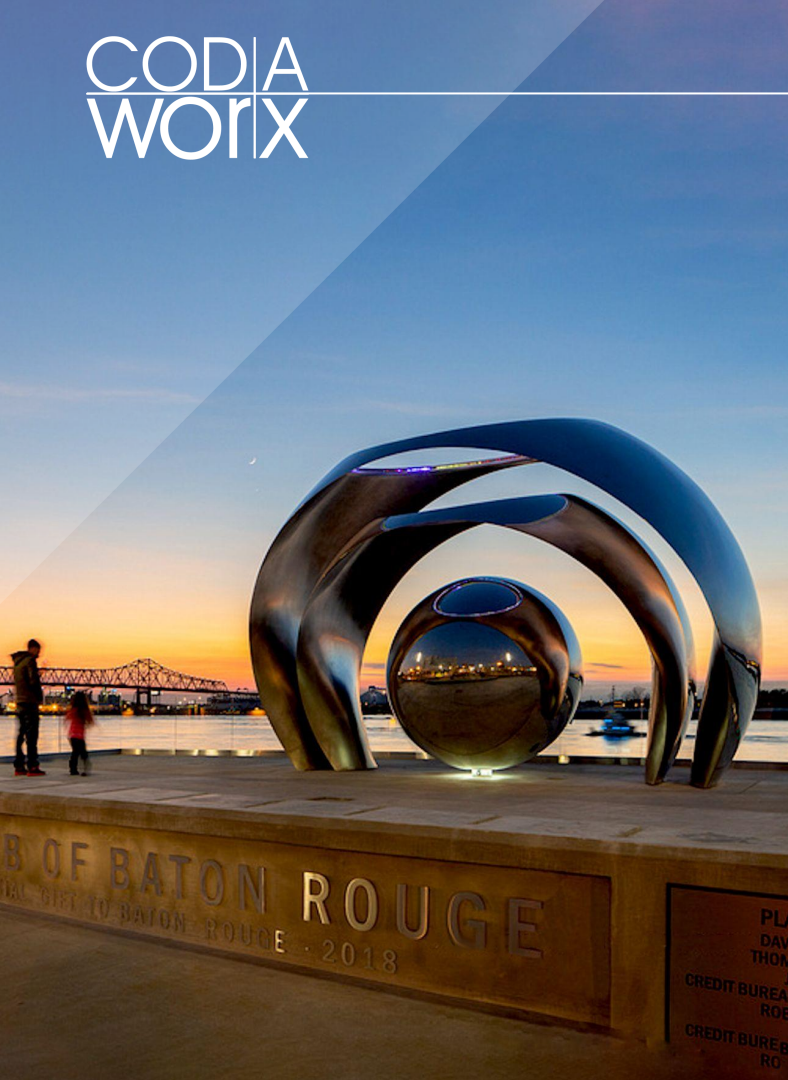


The Economic Power of Public Art

A new print and digital publication backed
by CODAworx data on the breadth and
depth of the public art industry

**ADVERTISING + SPONSORED CONTENT
OPPORTUNITIES**



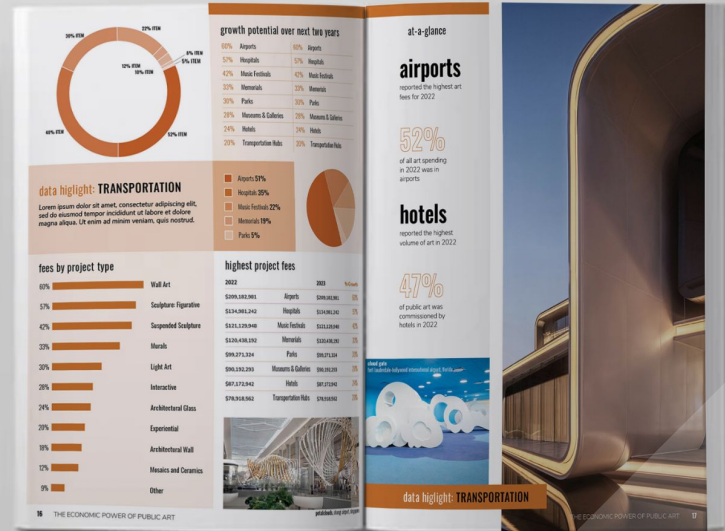
CODAworx is on a mission to demonstrate the power of public art to change the world. As the public art industry leader, we provide creative professionals a platform to showcase their work, connect, and find opportunities. Powered by a database showcasing thousands of projects with a collective budget of over \$4 billion dollars, CODAworx leverages live events, awards programs, publications, data, and digital tools to empower public art in the experience economy.

The Economic Power of Public Art is major evolution of this mission: a new publication filled with stories and stats documenting evidence of the breadth and depth of the industry. CODAworx aims to widely distribute this resource to influential leaders who can strongly advocate in support of more public art commissions.

Audience

The Economic Power of Public Art will be a resource delivered directly to key decision makers, including:

- Mayors and governors
- Tourism bureaus
- Economic development advisors
- Urban planning agencies
- Commissioners
- Artist collectives
- Consultants
- Fabricators
- And more!



Publication Contents

This first-of-its-kind publication will focus on themes our research has indicated public art industry projects affect.

Section I: Economic Impact

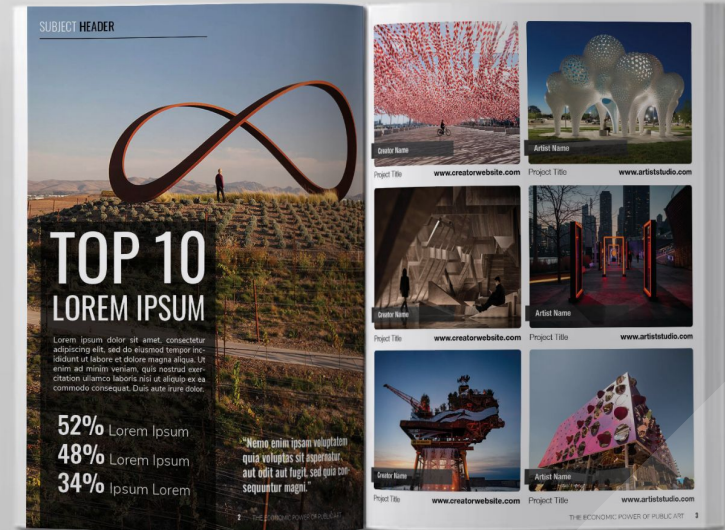
- Urban Revitalization
- Infrastructure
- Tourism

Section II: Community Impact

- Sustainability & Environment
- Social Equity
- Wellness

Section III: Placemaking Impact

- Public Engagement
- Cultural Identity
- Memorials



Timeline + Specs

Opportunities are limited, don't delay if you are interested in advertising!

COMMITMENTS:

Advertising contracts and payments must be finalized and received by **December 31, 2023**

DELIVERABLES:

All ad artwork and assets must be finalized by **February 15, 2024**

DISTRIBUTION:

Printing and mailing is projected to commence in **April of 2024**



Align your brand with *The Economic Power of Public Art*

ADVERTISING OPPORTUNITIES:

Back Cover	\$10,000	SOLD
Inside Front Cover	\$8,500	SOLD
Inside Back Cover	\$8,500	SOLD
Full Page	\$7,500	
Half Page	\$4,000	
Quarter Page	\$2,500	
700 Words Sponsored Content	\$2,500	
Artist Listing	\$750	

*Discounts available to upgraded CODAworx members

For advertising inquiries contact:

Suzanne Ball
suzanne@codaworx.com
(917) 327-1351