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REACHING ZAPP® ARTISTS



Thank you for your interest in our marketing options!

All shows are guaranteed to be included in the weekly Wednesday e-blast two times during their application cycle. The first mention will occur when you begin accepting applications. The second mention will occur when your deadline is approaching.

If you are interested in additional marketing, you can purchase the ZAPP® Mailing List or send a dedicated e-blast about your event.

Click the links below or continue scrolling to learn more about advertising your application cycle to artists in ZAPP®:

	<p>ZAPP® SINGLE SHOW ANNOUNCEMENTS A dedicated e-blast for your event</p>
	<p>ZAPP® MAILING LIST Send a postcard mailing to artists</p>

ZAPP® SINGLE SHOW ANNOUNCEMENTS

List Size: 40,000+ artists and counting!

Send Date and Interval: We send single show e-blasts on Mondays, Thursdays and Saturdays. Purchase of an e-blast is the purchase of one send date.

Processing Time Required: At minimum 10 business days. ZAPP Single Show Announcements are reserved first come, first served.

General Pricing

# of Emails Sent	1 - 9,999	10,000 - 14,999	15,000 - 19,999	20,000 - 24,999	25,000 - 29,999
	\$200	\$300	\$400	\$600	\$700
# of Emails Sent	30,000 - 34,999	35,000 - 39,999	40,000 - 44,999		
	\$800	\$900	\$1,000		

Promoter Pricing (promoter pricing is designed for those with 10+ events listed on ZAPP)

# of Emails Sent	1 - 4,999	5,000 - 9,999	10,000 - 14,999	15,000 - 19,999	20,000 - 24,999
	\$300	\$600	\$900	\$1,200	\$1,500
# of Emails Sent	25,000 - 29,999	30,000 - 34,999	35,000 - 39,999	40,000 - 44,999	
	\$1,950	\$2,400	\$2,850	\$3,300	

Artist Counts per Region

The number of artists who are signed up to receive Single Show Announcements in each region will vary, but approximate numbers are:

Northeast CT, ME, MA, NH, NJ, NY, PA, RI, VT	3,632
Midwest IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	10,084

South AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV	14,805
West AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY	9,069

Content

When your request for a Single Show Announcement is confirmed we will have you fill out a content form to create a draft. We include location, applicable dates, the application fee, a contact, your show website, and any other information you would like to add.

Your show logo is automatically included in the announcement. Any additional images cost \$25. All drafts must be approved by the show administrators before being sent.

Payment Information

Administrators have the option to pay by credit card or by check. Check payments are only accepted for e-blasts that are \$300 or more. Check payments will not be accepted for \$200 e-blasts.

[E-Blast Refund Policy](#)

**E-blasts are secured on a first come, first served basis.
Interested in purchasing one?**

[SUBMIT AN E-BLAST REQUEST HERE](#)

Frequently Asked Questions

Single Show Announcements

How are artists added to the list? Can I see the list?

Artists must opt-in to receiving Single Show Announcements in their ZAPP® profiles. To comply with our privacy policy, we do not share this list directly with the purchasing organization.

How do I choose which artists receive my announcement?

You can filter by state or geographic region, and further filter by medium category.

When are the Single Show Announcements sent?

Emails are sent on Monday, Thursday, and Saturday in the morning or afternoon. To keep your e-blast exclusive and to avoid inundating artists with emails, only ONE Single Show Announcement is sent per day.

Can I add a graphic to the Single Show Announcement?

Your show's logo is automatically included. If you would like to add one additional graphic, the cost is \$25. We recommend that the additional graphic be no larger than 300 pixels on the longest side.

Can the Single Show Announcement be purchased more than once?

Yes. However, the Single Show announcement is limited to two purchases per show, per contract period.

———— ZAPP® MAILING LIST ————

Shows can purchase a mailing list of ZAPP® artists to send postcards and other printed mailings to.

List Size: 31,000+ artists

Cost: \$250

Can the purchasing organization use the mailing list more than one time?

No. The purchase is valid only for a single mailing. When you purchase the mailing list from ZAPP®, your mailing house will be required to sign a "single-use agreement" form.

Can the mailing list be purchased more than once?

Yes. Some shows purchase the mailing list at intervals throughout the year to send separate mailings for their shows.

Can the mailing list be merged with other lists?

The mailing list is sent directly to your designated mail house and can be merged with other lists of

artists sent to the mail house by the show. If you purchase the single-show announcement, this cannot be merged with other lists.

Interested in purchasing the ZAPP® Mailing List?

Contact Julia Passantino
julia.passantino@westaf.org