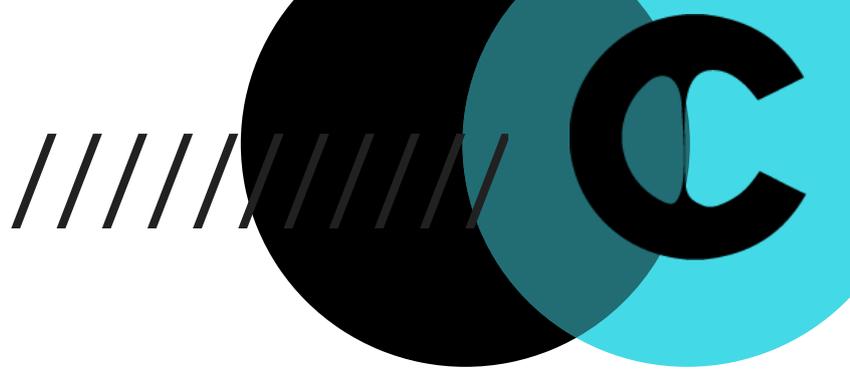

CULTARTES

PROMO

"THERE ARE NO
EXPLANATIONS TO
ANYTHING YOU'LL SEE
HERE"

ALEXANDRA BUTUCEANU

CULTARTES MAGAZINE



WHO?

We are an English & Romanian unconventional magazine. We promote unusual art and underground artists or events since 2014. We give a boost to the emerging artists, while embedding local contemporary culture in the universal one.

WHAT?

CULTURAL EVENTS

We address this promotion pack offer to event planners who organise cultural or artistic events, such as: exhibitions, concerts, festivals, showrooms and many others.

WHY?

You should collaborate with us because whatever we do, we do it differently, unconventionally, bypassing the mainstream idea of advertisement or standards, in two languages and on reasonable, mutual satisfactory terms.

HOW?

We tailored 4 different ways of collaboration (packages), depending on what would suit your activity best, whether you want to collaborate for short time or long time. The packages are listed below:

THE PACKAGES

00

BARTER PROMO

Promo for promo - [no cost](#)

01

FREEBIES

Promote one event - [no cost](#)

02

THIS IS SPARTA

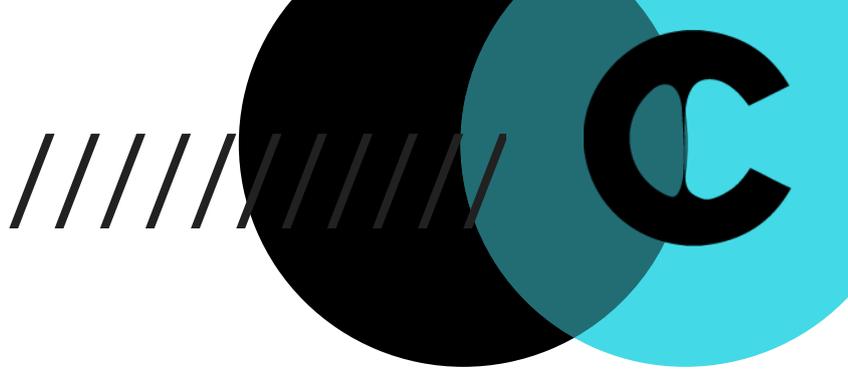
Short campaign - [for a fee](#)

03

ORIENT EXPRESS

Long-term partner - [for a fee](#)





00

BARTER

PROMO PERIOD

Long-term

THE DEAL

1. Sharing partner's **links on our social media** platform (tag included)
2. Partner's **Logo in our Partners section** on website
3. Partner's **Logo in our Bilunar Issue**
4. Event **Feature-articles** on our website
5. Event **Follow-up articles** on our website
6. **Other deals**, upon agreement

in exchange for:

1. **Our name & logo in all Partner's promo materials** (posters, flyers, social-media posts)
2. **Our name & logo on the Partner's website** media partners (or similar) section
3. **Other deals**, upon agreement

REQUIREMENTS

A **press-kit** containing all details about the event, as well as high-res images and related links

Partner's **official logo and website**

01

FREEBIES

PROMO PERIOD

One/Two Days

THE DEAL

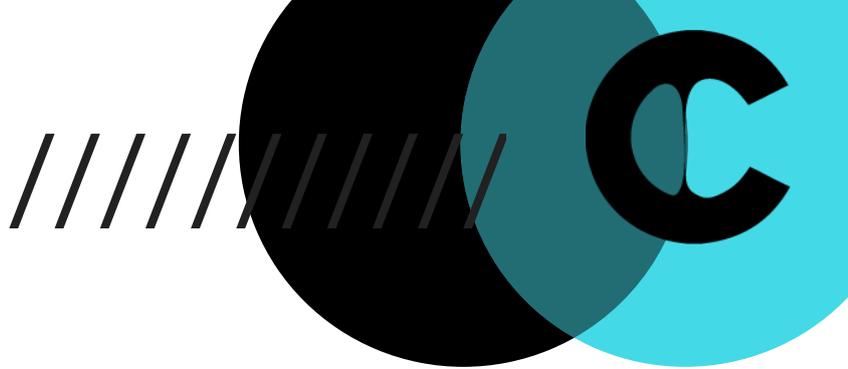
1. A **unique feature-article** about the event, published and shared on our social media platform
2. A **link of choice** embedded in the feature article
3. An **extra mention in our social media channels** which can be either a link or an image

REQUIREMENTS

A **press-kit** containing all details about the event, as well as high-res images and related links

COST

FREE



02

"THIS IS SPARTA!"

PROMO PERIOD

Two Weeks - One Month

THE DEAL

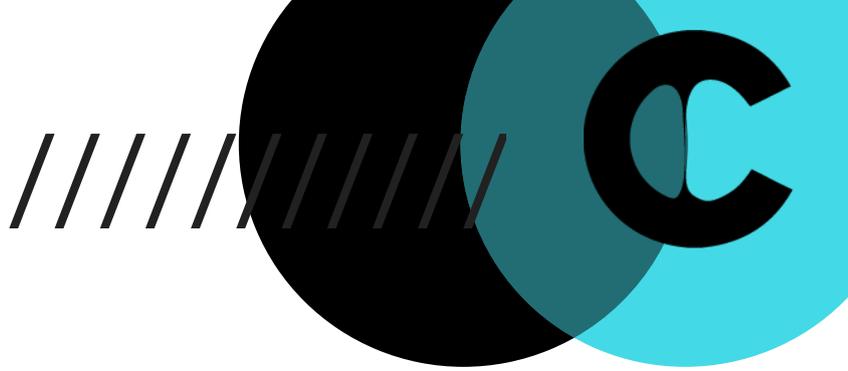
1. One **advertisement banner** on our website's main page that can lead to any link (current or future event), with a limited time-period of 1 month
2. **Two unique feature-advertorials** about the event published at chosen time frame and shared on our social media platform
3. A **link of choice** embedded in each feature article
4. **Partner's social media links** attached to each feature article
5. **Periodic mention** (1 post per week) of Partner's activity on our social media platform
6. **Cover photo or video** on our Facebook page, promoting the current event

REQUIREMENTS

1. A **300x300px banner** and a link provided by the Partner
2. A **851x315px poster** or a **820x462px video** (at least 30 sec.) promoting the current event
3. A **press-kit** containing all details about the current event, as well as high-res images and related and social links
4. A preferred **time schedule** by the event planner for when the feature-articles to be published and shared

COST

€250



03

"ORIENT EXPRESS"

PROMO PERIOD

Over a Month - Long-term Collab

THE DEAL

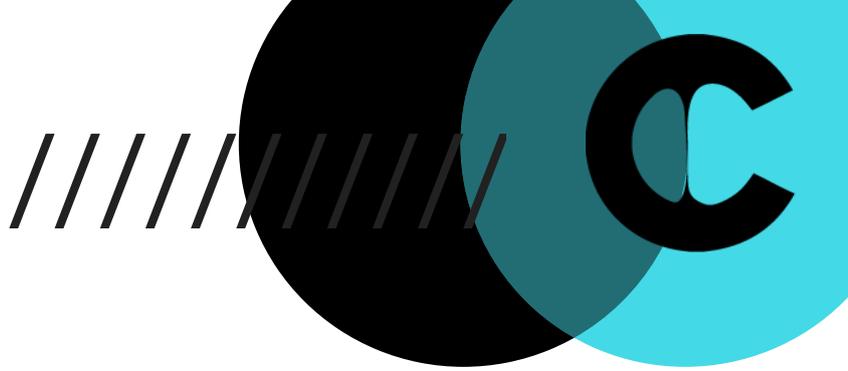
1. An **advertisement banner** on our website's main page that can lead to any link (current or future event), with unlimited time-period
2. Unique **feature-advertorials** published once every 3 weeks about the Partner's ongoing activities, published and shared
3. A **unique feature-advertorial** covering the current event, any time there's one
4. **Unlimited links and social links** embedded in the published articles
5. **Periodic mention** (1 post per week) of Partner's activity on our social media platform
6. **Cover photo or video** on our Facebook page, promoting the current event
7. **A pinned-post** on our Facebook page, promoting the current event
8. The Partner's name, website and logo on our **Partners** section on our website and in all offline materials (our bilunar issues)

REQUIREMENTS

1. A **300x300px banner** and a link provided by the Partner, customized for the current event
2. A **851x315px poster or a 820x462px video** (at least 30 sec.) promoting the current event
3. A **200x200px logo**, website link and official name
4. **Periodic and updated press-kit** containing all details about the current events, as well as high-res images and related and social links
5. A **preferred time schedule** by the event planner for when the feature-articles to be published and shared

COST

€490



THE PLATFORM

THE WEBSITE

- **cultartes.com** has an average of 700 visitors and 2500 page views per day.
- the website material is written in **English** (for international coverage) and **Romanian** (for local coverage).



SOCIAL MEDIA

- **Facebook:** 14.3 k appreciations / post-rate - 7 posts per day, with a minimum of 10 appreciations each
- **Twitter:** 122 followers / post-rate - 2 posts per day
- **Instagram:** 270 followers / post-rate - 3 posts per day

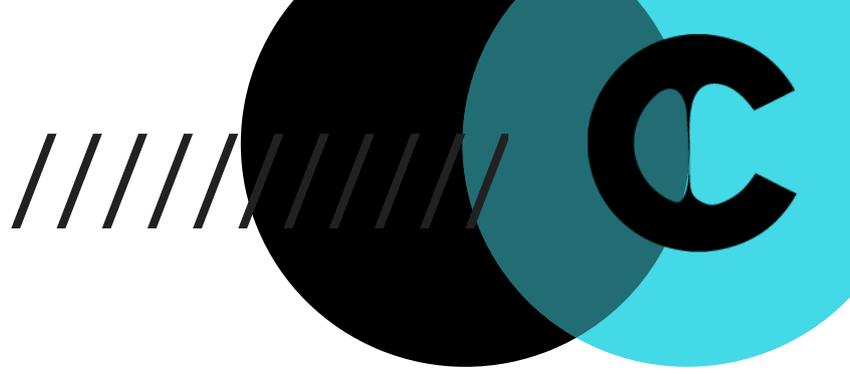
MEDIA PLATFORMS

- YouTube channel, connected to our project: **Cultartes TV**, where we feature video material
- **CultarteStore**, a connected website where we sell our merchandise, a virtual place open for advertisement



THE PRINTED MAGAZINE

- Every 2 months we release a **printed issue** based on submissions. The issue is merchandised via CultarteStore and a local bookstore



GET IN TOUCH

INTERESTED? SEND US AN E-MAIL

- CENTRAL: magazine@cultartes.com
- FOUNDER | EDITOR-IN-CHIEF: alexandrescu.daniel0@gmail.com

FOLLOW CULTARTES MAGAZINE

- WEB: cultartes.com
- FACEBOOK: [/cultartes.magazine](https://www.facebook.com/cultartes.magazine)
- INSTAGRAM: [@cultartes](https://www.instagram.com/cultartes)
- TWITTER: [/cultartes](https://twitter.com/cultartes)

GET OUR MERCHANDISE

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