

Americans for the Arts PSA Campaign *Art. Ask for More.* (2002 – 2004)

Campaign Overview		
<ul style="list-style-type: none"> ▪ Over 1 billion ads placed on TV, Radio, Newspapers, Magazines, Websites, and Billboards ▪ More than \$110 million of donated media secured ▪ More than 150 million households reached ▪ 367 local outreach PSA partners representing arts groups <u>in all 50 states</u> ▪ Art. Ask for More. ads consistently ranked in the top 10 of all current Ad Council campaigns for 3 years. 		
Television (Total of 11 TV spots created)		
“Dinner” :30 seconds “Boy/Dog” :30 “Boy/Violin” :10 “Boy/Violin” :15 <i>Plus localized versions</i>	“Girl” :30 seconds “Girl/Book” :15 “Girl/Radio” :15 <i>Plus localized versions</i>	Hip-Hop Series “Chuck D” :30 seconds “Hits” :30 “La Bruja” :30 “La Bruja” (Spanish):30
<ul style="list-style-type: none"> ▪ TV has aired on programs such as <i>The Today Show</i>, <i>Face the Nation</i>, <i>Live! With Regis and Kelly</i>, <i>CBS Early Show</i>, <i>Saturday Night Live</i>, and <i>Good Morning America</i>. ▪ Broadcast Network Partners include ABC, CBS, FOX, NBC, UPN, and the WB ▪ Cable Network Partners include BET, Galavision, Telemundo, Bravo, Home and Garden, USA, VH1, CNN/Headline News, Food Network, Comedy Central, and many others. ▪ The TV spots have run in all top 100 media markets. 		
Radio (Total of 8 Radio spots created)		
Nureyev/Armstrong :30 seconds Boring Boy :25 Dancing Girl :30 Goya (Spanish) :60	Tchaikovsky/Graham/Man Ray :60 seconds Tchaikovsky/Graham :30 Nureyev/Armstrong/Caravaggio :60 Nureyev/Armstrong/Caravaggio :50	
Print (Total of 9 newspaper and magazine ads created)		
Louis Armstrong Martha Graham Peter Tchaikovsky Michaelangelo Caravaggio Man Ray Giacomo Puccini Alfred Eisenstaedt Rudolf Nureyev Francisco Goya (Spanish)	<u>Newspaper Ads:</u> <ul style="list-style-type: none"> ▪ Received unprecedented placement in <i>The New York Times</i>, <i>New York Post</i>, <i>Washington Times</i>, and <i>USA Today</i>. ▪ Awarded the top prize 2003 ATHENA Gold Awards for both a single ad (Martha Graham) and an entire campaign series by The National Association of Newspapers for excellence in newspaper advertising. ▪ Consistently ranked as #1 out of all current Ad Council print campaigns. <u>Magazine Ads:</u> <ul style="list-style-type: none"> ▪ Received unprecedented placement in <i>Good Housekeeping</i>, <i>O, The Oprah Magazine</i>, <i>Parade</i> (with national distribution), <i>Congressional Quarterly</i>, <i>Time</i>, <i>Marie Claire</i>, <i>Redbook</i>, & other Condé Nast publications. 	
Web Banners (5 interactive web banner ads created, ranging in a variety of sizes)		
Rudolf Nureyev Giacomo Puccini Man Ray Caravaggio Louis Armstrong	<ul style="list-style-type: none"> ▪ More than 1 billion web banners placed. ▪ Received placement on Google, Yahoo!, MSN.com, Sports Illustrated, Time, hundreds of newspaper websites, and thousands of other commercial business websites. 	
Billboards (1 ad created for large 30-sheet billboards)		
<ul style="list-style-type: none"> ▪ All 6,000 billboard ads were distributed across the country. ▪ Received exceptional coverage in the Los Angeles, Philadelphia, Phoenix and San Francisco markets. 		
Alternative Media		
<ul style="list-style-type: none"> ▪ AccentHealth, LAUNCH/Yahoo, CinemaNow, Vindigo, SuperPages.com/Webcasting TV, RSN Resort Television (nationwide network serving mountain resorts) 		
Americans for the Arts Campaign Website		
<ul style="list-style-type: none"> ▪ The number of unique visitors to the PSA site since its creation in 2002 is 296,042. ▪ The number of unique visitors to the Spanish PSA site since its creation in November of 2002 is 8,320. 		

Art. Ask For More. Campaign Results

	3 Year Total	2002 Total	2003 Total	2004 Total
Television				
Detections	119,946	39,650	43,920	36,376
Donated Media	\$45,446,300	\$13,576,300	\$18,052,400	\$13,817,600
Radio				
Detections	858,419	193,248	111,027	561,238
Donated Media	\$36,143,300	\$11,508,100	\$4,255,000	\$20,380,200
Newspaper				
Detections	6,566	1,609	2,383	2,574
Donated Media	\$8,897,200	\$3,583,700	\$2,684,900	\$2,628,600
Magazine				
Detections	365	106	154	105
Donated Media	\$5,666,400	\$73,300	\$3,554,900	\$2,038,200
Web Banners				
Detections	1,230,740,848	295,066,362	117,127,938	818,489,548
Donated Media	\$9,714,500	\$5,759,000	\$1,436,900	\$2,518,600
Billboards				
Detections	5,156	2,000	3,156	0
Donated Media	\$3,037,700	\$1,440,000	\$1,597,700	\$0
Alternate Media				
Donated Media	\$1,410,500	\$937,400	\$307,100	\$166,000
Total for All Ads				
Detections	1,231,731,300			
Donated Media	\$110,315,900			