2022 PRICING

DIGITAL MARKETING CAMPAIGNS

Acceptd Marketing provides unparalleled access to hundreds of thousands of engaged artists, to help organizations find the ideal applicants for their program. Our team of arts marketing experts use a proven, data-driven approach to help organizations reach artists where they're at, retargeting those most likely to apply, easily recruiting top applicants, and getting the results you need to exceed your goals.

Your marketing campaign begins with your base Recruitment Network Package, and you can customize your campaign from there.

✔ acceptd

BE CONNECTED. GET ACCEPTD.

RECRUITMENT NETWORK PACKAGE
$3,600 PER ACCOUNT
Invoiced & Auto-Renews Annually

RECRUITMENT NETWORK ACCESS + TRAINING SESSION
With our one-of-kind Recruitment Network, you have exclusive year-round access to message up to 100 artists a day in our system, including retargeting views of artists who have engaged with your campaign or landing page.

YEAR-ROUND INTEREST FORMS
Additionally, you will have year-round basic interest forms on your Acceptd landing page, so artists always have an action to take when landing on your page, regardless of application windows.

ACCEPTD RETARGETING
For the length of your campaign, your logo will appear on the dashboard of any artist who has visited your Acceptd landing page.

ACCEPTD DIRECTORY PRESENCE
Your Acceptd Landing Page will be live year-round, and visible and searchable in the Acceptd Directory.

	TIER THREE + $14,000 **$17,600**	TIER TWO + $6,000 **$9,600**	TIER ONE +$4,000 **$7,600**	PREVIEW + $1,500 **$5,100**
SPOTLIGHT EMAIL* *An email highlighting your program, sent to up to 10,000 artists in your target audience, that drives traffic to your Acceptd landing page or website.*	3 emails	2 emails	2 emails	1 email
RETARGETING EMAIL* *A duplicate of your Spotlight Email, sent closer to your final deadline or the end of your campaign. Sent to any artist who has interacted with your campaign or landing page, who has not yet applied.*	✔	✔	✔	✔
SOCIAL MEDIA ADVERTISING *Ads served from one of the Acceptd social media channels, driving traffic to your Acceptd landing page.*	4 months	2 months	1 month	
INSTAGRAM ORGANIC POST + HIGHLIGHTED STORY *An organic post and story highlighting your program on the Acceptd Instagram account.*	✔	✔	✔	
2 WEEK SOCIAL MEDIA SPRINT *Ads served from one of the Acceptd social media channels, with a stronger CTA leading up to a deadline, driving traffic to your Acceptd landing page. Can only be added to campaigns with existing Social Media Advertising.*	✔	✔		
PREMIUM DIRECTORY LISTING* *Your logo featured at the top of our Acceptd Directory, and on artist dashboards, directing to your Acceptd landing page.*	2 months	1 month		
GOOGLE ADWORDS *Search or Display Ads highlighting your program, driving traffic to your Acceptd landing page.*	2 months			
SPONSORED BLOG POST + BLOG POST EMAIL *Acceptd will publish one post on the Acceptd blog promoting your program. Includes an additional Spotlight Email email sent to up to 10,000 artists in your target audience, driving to the blog post.*	✔			
MID-CAMPAIGN & END OF CAMPAIGN METRICS *Holistic reports that detail the performance of your campaign*	✔	✔	✔	✔
* Subject to availability	*Value: $15,750* *Campaign Savings: $1,750*	*Value: $6,900* *Campaign Savings: $900*	*Value: $4,500* *Campaign Savings: $500*	*Value: $1,800* *Campaign Savings: $300*