ACCESS
THE TICKET TO INDUSTRY INTELLIGENCE

Powered by INTIX INTERNATIONAL TICKETING ASSOCIATION

ADVERTISING RATES

Access is the new, comprehensive online content hub that provides feature articles, news updates and commentary from around the entertainment ticketing industry.

The hub is updated regularly with news and feature articles to give our community up-to-the-minute insights into the latest industry developments. Feature articles and news stories are also included in our *Access Weekly* newsletter, which goes out to INTIX members and ticketing industry professionals.



3,900+

Number of contacts distributed to weekly



36%

Average *Access Weekly* open rate



9,000+

Average *Access* pageviews each month

Access Site (access.intix.org)

AD TYPE	COST PER MONTH
Homepage Leaderboard Banner (Limit 6, jpeg or png) *1060w pixels x 136h pixels*	$1,000 USD
Department Leaderboard Banner (Limit 6, jpeg or png, average 431 pageviews per month) *1060w pixels x 136h pixels*	$650 USD
Article Page Advertisement (Limit 6, jpeg or png) *233px x 466px*	$650 USD
Sponsored Content *Must adhere to content guidelines.*	$1,500 USD
Exclusive Section Sponsorship	$2,500 USD

Access Weekly

AD TYPE	COST PER MONTH
Top Leaderboard Banner *590w pixels x 84h pixels*	$1,000 USD
Middle Leaderboard Banner *590w pixels x 84h pixels*	$850 USD
Sponsored Content in Newsletter *Sponsored content featured in Access Weekly newsletter*	$450 USD
Exclusive Newsletter Sponsor	$1,500 USD

CONTRIBUTED AND SPONSORED CONTENT GUIDELINES

Overview

Access is the leading online content hub for entertainment and ticketing professionals. It is a valuable resource for industry-specific knowledge, serving as the key information channel to ignite and sustain success across our valued INTIX membership and the industry at large.

Powered by INTIX, *Access* offers the opportunity for member and non-member professionals and organizations to provide thought-leadership content to our audience through the following means:

- Contributed Content (members only)
- Sponsored Content (members and non-members)

Below is an outline of the available opportunities.

Contributed Content

The *Access* editorial team is always interested in hearing from INTIX members who have ideas for contributed stories and guest columns.

As you consider writing and contributing original content, we request that you contact us at media@intix.org with a brief outline of your idea. A member of our editorial team will get back to you with any comments and/or to confirm our interest. Additional information is available below under **Logistics**.

INTIX will only consider contributed content that is original and exclusive to *Access*, with original research, graphics, etc., written by INTIX members, their organizations and/or our recognized partners. Contributed content must focus on thought-leadership topics and be relevant and informational for our audience. **Anything that resembles a sales pitch will not be accepted**.

Contributed content can be housed in any section of the *Access* content hub at the discretion of the INTIX *Access* editorial team. Submissions are accepted on a rolling basis throughout the year and will be scheduled based on our existing internal editorial calendar.

Logistics:

- **Topic Approval**: The INTIX *Access* editorial team must pre-approve topics for all contributed content.
- **Editorial Review**: Contributed content is subject to editorial review and revisions from the *Access* editorial team.
- **External Links**: *Access* does link out to other relevant content and websites. Our editorial team reserves the right to add, edit or remove links as necessary for all contributed content.
- **Author Headshot and Bio**: Please provide a high-res author headshot and bio of up to 100 words with all contributed stories.

- **Photos and Graphics**: Please save any photos, graphics, charts, etc. as separate images and submit them as attachments. You must own the rights to anything that you submit.
- **Writing Tips**: Keep paragraphs short, use your own voice, avoid jargon and have fun!

The INTIX *Access* editorial team reserves the right to reach out to non-members for content contributions as they deem necessary.

Sponsored Content

Sponsored content can be posted to any section of the INTIX *Access* content hub. It is supplied by an external company or organization and posted on *Access* for a fee. Each piece will include a company logo and disclaimer that clearly differentiates it from *Access* editorial content.

For sponsored content, you may write about any topic that is relevant to entertainment and ticketing industry professionals. INTIX reserves the right to suggest edits and/or on acceptance. Article should be no more than 2,000 words. *Access Weekly* should be a maximum of 20-word lead in.

Contact Information

For INTIX members and organizations interested in contributed content opportunities, please reach out to media@intix.org for topic approval and scheduling.

For sponsored content opportunities, please contact sales@intix.org. Additional information about sponsored contact opportunities is also available here.

Press releases can also be submitted to media@intix.org for inclusion on our Industry Press page.

For more information about sponsored content opportunities, please contact sales@intix.org.