

## 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.



**5,100+**

**Number of contacts  
distributed to weekly**



**39%**

**Average Access Weekly  
open rate**



**8,000+**

**Average Access  
pageviews each month**

### Access Site ([access.intix.org](http://access.intix.org))

### Access Weekly

AD TYPE	COST PER MONTH	AD TYPE	COST PER MONTH
<b>Homepage Leaderboard Banner</b> (Limit 6, jpeg or png) <i>1060w pixels x 136h pixels</i>	<b>\$1,000 USD</b>	<b>Top Leaderboard Banner</b> <i>590w pixels x 84h pixels</i>	<b>\$1,000 USD</b>
<b>Department Leaderboard Banner</b> (Limit 6, jpeg or png, average 431 pageviews per month) <i>1060w pixels x 136h pixels</i>	<b>\$650 USD</b>	<b>Middle Leaderboard Banner</b> <i>590w pixels x 84h pixels</i>	<b>\$850 USD</b>
<b>Article Page Advertisement</b> (Limit 6, jpeg or png) <i>233px x 466px</i>	<b>\$650 USD</b>	<b>Sponsored Content in Newsletter</b> <i>Sponsored content featured in Access Weekly newsletter</i>	<b>\$450 USD</b>
<b>Sponsored Content</b> <i>Must adhere to content guidelines.</i>	<b>\$1,500 USD</b>	<b>Exclusive Newsletter Sponsor</b>	<b>\$1,500 USD</b>
<b>Exclusive Section Sponsorship</b>	<b>\$2,500 USD</b>		

## 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](mailto: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. Sponsored content will not be reviewed editorially, however INTIX does reserve right 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](mailto:media@intix.org) for topic approval and scheduling.

For sponsored content opportunities, please contact [sales@intix.org](mailto:sales@intix.org). Additional information about sponsored contact opportunities is also available [here](#).

Press releases can also be submitted to [media@intix.org](mailto:media@intix.org) for inclusion on our [Industry Press](#) page.

For more information about sponsored content opportunities,  
please contact [sales@intix.org](mailto:sales@intix.org).