



# Promote your call, attract more artists

## CaFÉ Promotional Marketing

### CALL ANNOUNCEMENT EMAIL

Promote your call and reach up to 130,000 artists, from over 30 disciplines, to ensure you receive the best entries. Reserve your date now!

**Reserve**

**CAFE@WESTAF.ORG**



# Details

## CALL ANNOUNCEMENT EMAIL INCLUDES:

- Call name
- 200-word description of the call, including deadline fee and call type
- Organization contact information
- 300px JPG or PGN logo

## Pricing

NUMBER OF EMAILS	RATE
1 - 4,999	\$100
5,000 - 9,999	\$200
10,000 - 14,999	\$300
15,000 - 19,999	\$400
20,000 - 24,999	\$500

## FREQUENCY OF EMAILS:

One call promotional email is sent per day on Wednesdays (U.S. national holidays excluded). Promotional emails are sent weekly. Call promotional emails are available on a first come, first served basis. Opportunities fill up fast, so reserve your key dates early!

# FAQ

## **HOW DO I GET STARTED?**

First, complete the [reservation form](#) to request a date. The CaFE team will be in touch to confirm if your date is available and to help set up your call announcement email.

## **WHEN ARE CALL PROMOTION EMAILS SENT?**

One promotional email is sent on Wednesdays in the morning or afternoon. To avoid overloading artists with emails, only ONE promotional email is sent per day. Promotional emails are sent only after payment is received.

## **HOW ARE ARTISTS ADDED TO THE LIST? CAN I SEE THE LIST?**

Artists must opt-in to receive Call promotion emails in their CaFE™ profile. To comply with our privacy policy, we do not share this list.

## **HOW DO I CHOOSE WHICH ARTISTS RECEIVE MY CALL PROMOTIONAL EMAIL?**

You can select artists by state and/or include up to 30 different discipline to create a custom targeted group of artists for your call.

## **I HAVE NOT SET UP OR LISTED MY CALL YET, CAN I STILL SEND A PROMOTIONAL EMAIL?**

No. Call promotion emails are reserved for call listings that are set up, open and accepting applications.

## **CAN I ADD AN ATTACHMENT TO THE PROMOTIONAL EMAIL?**

No. Rich media, attachments, scripts or automatic downloads are not included.

## **CAN I CANCEL MY RESERVATION AND GET A REFUND?**

No. Refunds or credits will not be issued for canceled reservations. Refunds or credits are not issued for canceled events, and cancellation notices will not be sent.

## **DO YOU TRACK HOW MANY EMAILS HAVE BEEN OPENED?**

No, engagement tracking is not available with this service.

## **IF I CHANGE MY APPLICATION DEADLINE OR FIND A TYPO ON MY PROMOTIONAL EMAIL CAN YOU RESEND IT?**

If you wish to resend, you may purchase a new call promotion email. It is the responsibility of the person requesting the email to proof the text prior to sending.