

# artserve

*When the arts thrive, communities flourish!*

**AN ARTS ADVOCACY ORGANIZATION +  
MEDIA / MARKETING PROFESSIONALS**

**artserve**

**Ed King**

Marketing & Advertising  
Coordinator

1350 East Sunrise Boulevard

Fort Lauderdale, FL 33304

CoopMarketing@artserve.org

T | 954.462.8190 ext. 208

[www.ArtServe.org](http://www.ArtServe.org)





# **HALLANDALE**

## **12 MONTHS OF ART**



A close-up, artistic photograph of a human eye. The eye is a striking blue color. The eyelids are heavily adorned with dark, shimmering makeup, possibly black or deep purple, which is speckled with fine, multi-colored glitter in shades of red, orange, yellow, and green. The eyelashes are coated in a dark, glossy mascara. The overall effect is one of intense, creative expression.

# **HALLANDALE ARTS DESTINATION**





**MUSIC**





**DANCE**





**FAMILY**





**YOUTH**





**ART**





**WORKSHOPS**





**REALLY GREAT FOOD**





**VR PROJECTS**





**POP UP ART**





LOVE \*  
CAN \*  
CHANGE \*  
THE \*  
WORLD \*

I HAVE  
A VOICE

and  
I know  
how 2 use it

Failure  
is not  
Defect  
Untill

Inspired by  
Love

MURALS





**PUBLIC ART**





**PROJECTIONS**



# **WHY ARTSERVE?**

## **AWARD WINNING ORGANIZATION**

**RELATIONSHIPS**

**MEDIA PLANNING**

**MARKETING**

**COOL EVENTS**





4TH TUESDAY  
EVERY MONTH  
Doors 6:30  
Showtime 7pm

\$5 Cover  
All are  
welcome

There's a mic. A barstool. A spotlight.  
All we need is you.

Bring your instruments -  
house PA provided. And if you're not  
performing, come to check out the  
excellent talent, food and drinks.

# OPEN MIC TUESDAYS

Hosted by Michelle Rose Domb

Sing.  
Perform.  
Play.  
Laugh.

artserve

1350 E. Sunrise Blvd, Fort Lauderdale



# OPENMIC TUESDAYS

Hosted by Michelle Rose Domb

FEATURED PERFORMER  
EMILY SHEILA

*"A SULTRY, HEART STOPPING VOICE"*

JULY 26 | 6:30PM

Sing. Perform. Play. Laugh.

There's a mic. A barstool.  
A spotlight. All we need is you!



**artserve**

1350 E SUNRISE BLVD  
WWW.ARTSERVE.ORG







# red eye BEYOND

ART / MUSIC  
FILM / FOOD



ART HAPPENING | JULY 14

EXHIBIT | JULY 6-29



[Website](#) | [Additional Information](#) |

[More Broward/Palm Beach New Times Promotions](#)

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Insiders LOG IN

Once the fireworks fizzle, it's time to search and explore the summer's next big thing, and the wait won't be long. The explosive summer event, REDEYE, is right around the corner. Once again, REDEYE promises hours of exciting art, music, film, food and fun on July 14.

A Broward tradition for over a decade, the RedEye art and music festival brings together artists of every genre under one roof, for one night, to create a wild underground art happening. Guests roam from room to room as they experience live bands, indie films, interactive art, cutting edge VR games, spoken word, improv comedy, performance art, moving art, and body art — experiences that defy category. And this year, REDEYE promises to take you "Beyond".

Michelle Rose Domb + Josh the Man will emcee RedEye's top bands including Big Sounds Better, Deep Seas, Super Gold, Emily Sheila, AudioCrisis, Joey Sexton, Tim Clay, and more on Redeye's four stages. Guests will experience a funky mash up of acoustic players, standup comedians, dancers, and surprise pop-up performances. And once REDEYE heats up, it will be easy to cool down in the Wynwood Brewing Beer Garden.

Don't miss an over-the-top "Fashionista Fest" which promises to take REDEYE truly beyond expectations. As DJ Diesel, who will be spinning on the gallery stage, says, "You can't find a better ticket in town this summer."

REDEYE BEYOND at ARTSERVE  
JULY 14th | 6-10pm  
For TICKETS [click here](#)

**red eye BEYOND**  
ART / MUSIC  
FILM / FOOD

**JULY 14 / 6-10pm**  
"The hottest ticket of the summer" **artserve**  
TICKETS ON SALE: [ARTSERVE.ORG](#)  
954.462.8190 / 1350 E. Sunrise Blvd. / Fort Lauderdale / 33304

**Tastebuds** **Mike Sipe** **McKENLEY**  
**WLRN** **SPGN** **BROWARD**

# VENICE

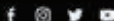


**red eye BEYOND**  
ART / MUSIC  
FILM / FOOD

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**WLRN** **SPGN** **BROWARD**

## VENICE


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# Society | Broward County

## RedEye dances from medium to medium

BY KRISLYN PLACIDE

San Sentinel Society Scene

RedEye is an annual multisensory event that raises money for ArtServe, a nonprofit arts services organization based in Fort Lauderdale. This year's event, RedEye BEYOND, took place on Saturday, July 14, and raised \$20,000.

The event featured live bands, indie films, spoken word, performance art, film, fashion, dance, body art, video games and more to entertain the 1,200 guests in attendance.

"For more than a decade, RedEye has been a platform for artists to display, create and perform art that transcends barriers and pushes the envelope," said ArtServe President and CEO Jay Abbate in a statement.

The RedEye art exhibition is on display at ArtServe through July 27.

Visit [ArtServe.org](http://ArtServe.org).



PHOTOS BY J.A.X. DEPTH PHOTOGRAPHY/CORRESPONDENT

Above, April Saler, Rachel Coetzee and Pieter Coetzee attended RedEye BEYOND at ArtServe in Fort Lauderdale on July 14. Below left, Lori Pratico. Below center, Brad Sterl, Rosaria Vigarito and Tedd Davis. Below right, Stephani Fuentes.





# Go!

Brought to you by the staff  
of SouthFlorida.com

## Art party RedEye setting its sights on virtual reality

By PHILLIP VALYS  
Staff writer

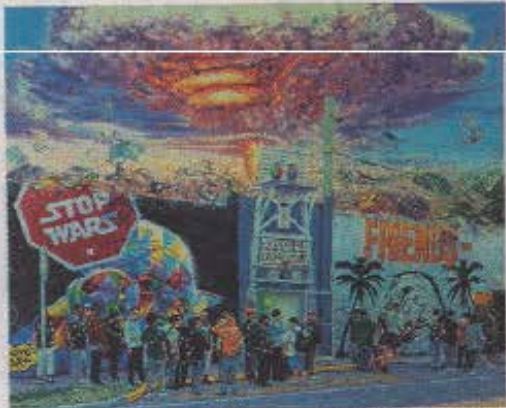
RedEye, the provocative summer art event known for its street murals and graffiti, is setting its sights on virtual reality.

The most ambitious work at ArtServe in Fort Lauderdale may be SoulKeeper VR, a video game set in a realm of magic spells, dragons, zombies, knights and perilous dungeons. The role-playing game, which requires a virtual-reality headset to play, is the brainchild of Myron Mortakis and his team of five developers at the Weston-based design company Helm Systems.

On Saturday, Mortakis and company will demonstrate SoulKeeper VR to visitors at the 12th annual pop-culture party, this year stuffing ArtServe with 212 works by 108 artists. This year's edition is branded "RedEye: Beyond," a theme that tips its hat to RedEye's evolution beyond street art and to the influence of virtual reality and other "big waves" emerging on South Florida's art scene. ArtServe organizer Jay Abbate says,

"We're trying to keep it as fresh as possible. We're trying to evolve," Abbate says of RedEye.

South Florida has reached street-art saturation, Abbate says, with ubiquitous murals covering walls in Wynwood, Fort Lau-



ARTSERVE/COURTESY

Joe Korte's painting "Vultures Think They'll Survive It" is part of "RedEye: Beyond," a pop culture-themed summer exhibit at ArtServe in Fort Lauderdale.

derdale and West Palm Beach. This year, Abbate wants RedEye to be an artist incubator for local game designers and filmmakers.

Along with SoulKeeper VR, the party will feature a long list of local creatives taking part in the night of live music, painting, stand-up comedy and fashion. RedEye's film festival will feature 18 shorts starring locals and big-name actors, including Simon Helberg ("Big Bang Theory"), Bob Odenkirk ("Better Call Saul") and Missy Pyle ("Inside Amy Schumer," "Another Period").

The party expands to four stages this year, Abbate says, to better accommodate RedEye's 21 musi-

cians, led by New York-based headliner Big Sounds Better.

Parking is free at nearby St. Demetrios Greek Orthodox Church (spaces fill quickly, so arrive early), and \$6 at War Memorial Auditorium (800 NE Eighth St., Fort Lauderdale). An afterparty will begin at 9:30 p.m. at Tula Bistro and Garden, 818 NE Fourth Ave. in the MASS District, with drink specials and more live music.

"RedEye: Beyond" will take place Saturday at ArtServe, 1350 E. Sunrise Blvd., Fort Lauderdale. Admission is \$15-\$20, \$100 for VIP. The exhibit will close July 27. Call 954-462-8290 or go to ArtServe.org.

# OUTCLIQUE.ORG

Volume 2 Issue 8  
July 2016

## REDEYE BEYOND AT ARTSERVE



Once the fireworks fizzle, it's time to search and explore the summer's next big thing, and the wait won't be long. The explosive summer event, RedEye, is right around the corner. Once again, RedEye promises hours of exciting art, music, film, food and fun on July 14.

A Broward tradition for over a decade, the RedEye art and music festival brings together artists of every genre under one roof, for one night, to create a wild underground art happening. Guests roam from room to room as they experience live bands, indie films, interactive art, cutting edge VR games, spoken word, improv comedy, performance art, moving art, and body art — experiences that defy category. And this year, RedEye promises to take you "Beyond."

"RedEye's wild ride of human artistry began as a way to support our non-profit mission, but has turned into a beloved summer happening," says ArtServe CEO Jaye Abbate. "It's a night for the community to come together. To celebrate the creative spirit alive and flourishing in South Florida, and have four hours of solid fun for less than the cost of a movie ticket." Attendees — even non-art lovers — are exposed to new films, cool VR experiences, new music, and new dance forms. "They can push way past their comfort zones this year, experience something wildly unexpected, and have a great time for a great cause," adds Abbate.

Funds raised will support local artists, programs for at-risk youth and underserved populations, workshops that train our arts innovators of tomorrow, and enhance the quality of life for everyone. That's one reason nearly 100 artists of every genre will be participating. It's also a major reason corporate sponsors want to get involved.

RedEye will be more interactive. It will offer more exciting installation works. Live painting will take on a whole new meaning. The Studio Stage sponsored by Puppet Network, will feature a funky mash up of acoustic players, stand up comedians, dancers, and surprise pop-up performances. And once RedEye heats up, it will be easy to cool down in the Wynwood Brewing Beer Garden.

Michelle Rose Domb + Josh the Man will emcee RedEye's top bands including Big Sounds Better, Deep Seas, Super Gold, Emily Sheila, AudioCrisis, Joey Sexton, Tim Clay, and more on RedEye's four stages. Plus, an over-the-top "Fashionista Fest" promises to take RedEye truly beyond expectations. As DJ Diesel, who will be spinning on the gallery stage, says, "You can't find a better ticket in town this summer."

JULY 14th | 6-10pm

TICKETS: [artserve.org/RedEye](http://artserve.org/RedEye)





**ART + FOOD  
FUN + MUSIC**

**THE ARTS WEEKEND AWAITS!  
MARCH 9 + 10 | 10AM - 5PM**



# MEDIA PLACEMENT

## **\$2000 | WLRN RADIO**

2K CASH Flight of :15 sec spots  
2K TRADE Flight of :15 sec spots

## **PARTNER | CULTURE OWL**

FULL PAGE + SOCIAL MEDIA  
EMAIL + BANNERS

## **PARTNER | MIAMI ART GUIDE**

4x EBLAST + SOCIAL MEDIA

## **PARTNER | MIAMI HERALD**

1x PRINT AD WED MARCH 6

## **\$1.6K | LIFESTYLES MAGAZINE**

1X Weston Pines  
2x Email blast

## **\$2.3K | NEW TIMES**

2x Weekly Promo Eblast  
1x Weekly Promo Top Spot  
100K Online Banners  
2x Arts/Theatre Dedicated Email  
2x Events Dedicated Email  
1x Social Sprint

## **\$650 | HOLLYWOOD GAZETTE**

1x 1/2 Feb Print  
DIGITAL ASSETS

## **\$1.2K | WHERE MAGAZINE**

Paid Social Media  
2x Email Blasts

## **\$630 | ART CIRCUITS**

2x EBLAST

## **\$300 | LEGENDS RADIO**

8x Flight of :30 sec spots

## **\$905.50 | SENTINEL SHOWTIME**

2x Half Page Print

## **\$520 | SENTINEL TRAILBLAZER**

2x Half Page Print

## **\$260 | SENTINEL SAWGRASS SUN**

Half Page Print

## **\$250 | CULTURE FORCE**

1x Paid Social Media Campaign

## **\$500 | SO FLA GAY NEWS**

2x 1/4 Page print  
1x Email Banner  
1x Monthly Web Banner

## **\$300 | WDNA RADIO**

8x Flight of :30 sec spots





# ART + FOOD FUN + MUSIC

**THE BIGGEST PARTY IN PEMBROKE PINES!**  
**MARCH 9 + 10 | 10AM - 5PM**

OFFICIAL SPONSOR



**CHARLES F. DODGE CITY CENTER**  
**601 CITY CENTER WAY | PEMBROKE PINES**  
**954-392-2122 | [WWW.PPINES.COM/ARTFEST](http://WWW.PPINES.COM/ARTFEST)**



This two-day art festival is free to the public and is jam packed with talented artists, fun-filled entertainment, tasty food and refreshments, a farmer's market, live hands-on art demonstrations, pop up art on the plaza, a student art competition, a kids art and game zone, adult and children workshops at The Frank Art Gallery, and so much more. *Don't miss it!*





**ART  
FOOD  
FUN  
MUSIC**

**ARTISTS:  
APPLY NOW**

Time is running out to apply for ArtFest in the Pines!  
Apply now on Zapplication to secure your spot of the  
biggest party in Pembroke Pines. The juried art festival is  
offering \$4,500 in award prizes, a complimentary  
artist award dinner on Saturday evening, V.I.P.  
artist hospitality area, ample booth storage  
space, and plenty of free overnight parking!

**THE ARTS WEEKEND AWAITS!**  
**MARCH 9 + 10 | 10AM - 5PM**

CHARLES F. DODGE CITY CENTER  
601 CITY CENTER WAY | PEMBROKE PINES, FL  
954-392-2122 | [WWW.PPINES.COM/ARTFEST](http://WWW.PPINES.COM/ARTFEST)

OFFICIAL SPONSOR

**Terra** Pines Garden  
at City Center



The City of  
**PEMBROKE PINES**  
Florida  
Proudly presented  
in partnership with **artserve**

**\$4.5K IN  
AWARDS**

**MARCH 9 + 10  
10AM - 5PM**

**ARTISTS  
APPLY TODAY!**



**ART  
FOOD  
FUN  
MUSIC**

**\$4.5K IN  
AWARDS**

**MARCH 9 + 10  
10AM - 5PM**

**ARTISTS  
APPLY TODAY!**



**ART  
FOOD  
FUN  
MUSIC**





**SUGA**

<https://bit.ly/2TCUbsI>



**J SWEET**

<http://bit.ly/2TM4afd>



**JOSH THE MAN / HOST**

<http://bit.ly/2LZUBGO>



**STEEL AWAY**

<https://bit.ly/2QCcURb>



**INNA SENSE**

<https://bit.ly/2ABTsAX>



**DJ DIESEL / SOUND**

<http://bit.ly/2RkpPhS>



**LUNA**

<https://bit.ly/2QztDX2>



**LA VIE**

<https://bit.ly/2H0QV8L>



**TARIQ CREQUE**

<http://bit.ly/2RGcHCW>



STAGE LINE UP  
MARCH 9 + 10

**artserve**





**REGGAE**



**CLEAN RAP**



**STEEL DRUMS**



**POSITIVE POP**



**ONCE MORE...**

**WHY ARTSERVE?**

**MEDIA PLANNING + EXECUTION**



CO/OP

**artserve**

COOPERATIVE MARKETING PROGRAM  
2018 ANNUAL REPORT



# WHAT DOES CO OP DO?

- MEDIA PLANNING
- NEGOTIATE RATES
- TRAFFIC AD  
PLACEMENTS
- REPORT ANALYTICS
- EXCELLENT SERVICE  
+ CONSULTATIONS

**SUNDAY**  
**OCT 14**  
6-9 PM



## *Soulful* **SUNDAYS** BRUNCH AFTER DARK

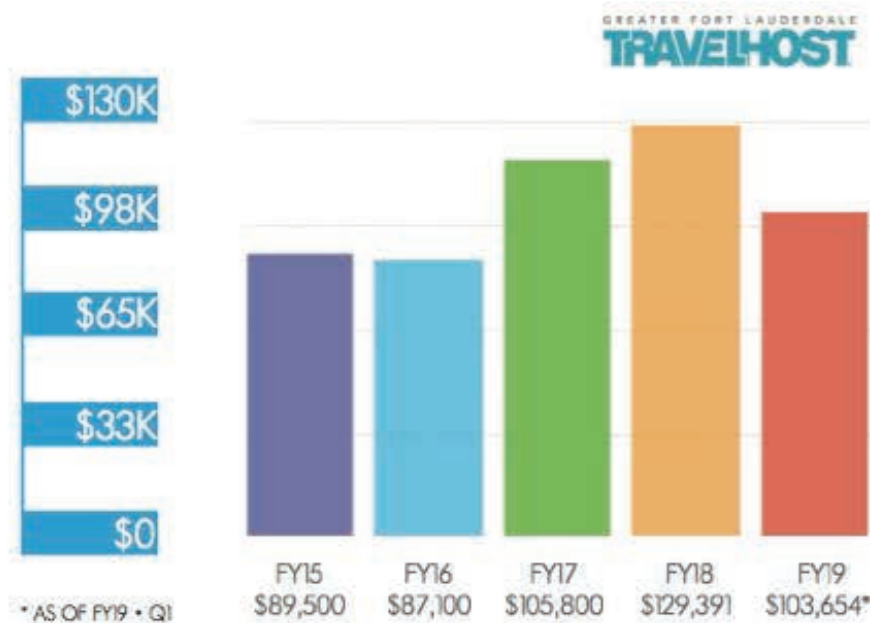
**Ebonie Paris**  
**& the Deep Fried Funk Band**



# CO OP: ONE OF A KIND MARKETING

- FY18: \$556K**

All told, the aggregate advertising spend for FY18 was \$556K which accounts for a total of 4057 ads -- or 80 ads processed a week





— **tiny insight** —



# Mystic India

THE WORLD TOUR



BOLLYWOOD  
DANCE  
SPECTACULAR

OCT 19, 2018  
8PM



RENOWNED  
ACROBATS

\$35 / \$50 / \$60

\$20 - STUDENTS AND SENIORS

Back by popular demand, don't miss Mystic India: The World Tour. Come witness as they delight your senses with a Bollywood Dance Spectacular full with renowned acrobats, brilliant dancers, breathtaking stunts, opulent costumes, and stunning visual effects. Add to your experience by joining MCC before the show for The Mystic Lounge with Indian cuisine.

TICKETS ON SALE NOW  
MIRAMARCULTURALCENTER.ORG | 954.602.4500



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.





# Mystic India

THE WORLD TOUR

OCT 19, 2018

8PM

\$35 / \$50 / \$60

BUY NOW



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.

Back by popular demand, don't miss Mystic India: The World Tour.

Friday, October 19th, 8PM

Miramar Cultural Center

2400 Civic Center Place

Come witness as they delight your senses with a Bollywood Dance Spectacular full with renowned acrobats, brilliant dancers, breathtaking stunts, opulent costumes, and stunning visual effects.

Add to your experience by joining MCC before the show for The Mystic Lounge complete with a three course Indian meal.

For tickets call 954 602 4500 or Visit [MiramarCulturalCenter.org](https://tickets.miramarculturalcenter.org)

See link of official website below: <https://tickets.miramarculturalcenter.org>

# VENICE



BUY NOW

# Mystic India

THE WORLD TOUR

OCT 19 | 8PM

\$35 / \$50 / \$60



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.

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See link of official website below:

<https://tickets.miramarculturalcenter.org>

TICKETS

# VENICE



# Miramar Cultural Center

## Mystic India



## Facebook Ad Campaign

**Run Dates:** Oct. 6<sup>th</sup> – Oct. 19<sup>th</sup>

- **Total Reach:** 27,541
- **Total Impressions:** 31,029
- **Total Clicks:** 388
- **CTR:** 1.25%
- **Page Likes:** 30





**CONCLUSION: SOLD OUT**  
**600 SEATS | \$45 | \$27K**

**MEDIA EXPOSURE: 4.7K**  
**NET GAIN: 22K**



# CASE STUDY: OUTRÉ THEATRE

- BUDGET: 3K
- Social Sprint / Social Influencer
- 50K Banners (Desktop / Mobile)
- (1) Dedicated Email to  
New Times Theatre List: 4800 send list
- (1) Dedicated Email to New Times  
Events List: 19K + send list
- (1) Targeted Programmatic Email  
25K send list Audience/Geo Target
- Programmatic targeted banners  
Audience target /Geo Target
- (1) Desktop Interstitial





Outré Theater Company  
presents

# RESERVOIR DOLLS

OUTRE



**FEBRUARY 1 through 18, 2018**

THURSDAYS, FRIDAYS & SATURDAYS 8 PM • SUNDAYS 2 PM

**CCPOMPANO.ORG**

**Adapted by Erika Soerensen**  
**Directed by Shannon Ouellette**

Pompano Beach Cultural Center

**THIS PRODUCTION IS FOR MATURE AUDIENCES ONLY (17+)  
AND INCLUDES EXPLICIT LANGUAGE, SCENES OF EXTREME  
VIOLENCE, SEXUAL THEMES & PROP WEAPONS**







New Times Broward Palm Beach with  
Pompano Beach Cultural Center.

Sponsored · 🌐

👍 Like Page

The Outré Theatre Company presents Reservoir Dolls, inspired by Quentin Tarantino's film and adapted by Erika Soerensen. For tickets and information: <https://goo.gl/r65fTr>



## Reservoir Dolls - Now Through February 18th

This reimagining of the classic film recasts its characters as women, examining how our culture treats violence differently depending on the gender of the perpetrator.





[Additional Information](#) | [Buy Tickets Now](#) |

[More Broward/Palm Beach New Times Promotions](#)


>>

Share & Email    

Follow 

Apps 

Deals 

Insiders LOG IN 

The Outré Theater Company is proud to bring an East Coast premiere to the stage of the Pompano Beach Cultural Center: **Reservoir Dolls** by Erika Soerensen! Quentin Tarantino's 1992 indie hit breakthrough **Reservoir Dogs** is reimagined with an all-female cast.

A group of thieves assemble, to pull off the perfect diamond heist, which turns into a bloody ambush when one of the women turns out to be a police informer. Soerensen's work is a thoughtful, funny, and bloody commentary on our perception of women and violence. Outré's production of **Reservoir Dolls** will also be the first production of the play to be directed by a woman, Assistant Artistic Director Shannon Ouellette.

For tickets and more information [click here](#)



**RESERVOIR DOLLS** Outré Theater Company presents


Pompano Beach Cultural Center

**FEBRUARY 1 through 18, 2018**


**CCPOMPANO.ORG**

THURSDAYS, FRIDAYS & SATURDAYS 8 PM • SUNDAYS 2 PM

50 W Atlantic Blvd  
Pompano Beach, FL 33060  
(954) 545-7800

 **RESTRICTED** UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN

 **BROWARD COUNTY** Cultural Council

 **Pompano beach** Florida's Beachfront Community

 **PALM BEACH COUNTY** BUILDING A BETTER FUTURE

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2750 NW 3 Ave., Suite 24  
Miami, FL 33127





## World's Richest Horse Race Runs Saturday at Gulfstream Park



Primal Forces Brings Communion to Empire Stage

### LATEST SOUTH FLORIDA ARTS & CULTURE NEWS



#### World's Richest Horse Race Runs Saturday at Gulfstream Park

January 25 at 12:59 p.m. by Mike Seely



#### "Gay-ish" Series Outlandish Brings John Waters and Jackie Hoffman to Fort Lauderdale

January 12 at 10:25 a.m. by Minhae Shim Roth



#### I Mom So Hard Brings Honest Mommy Humor to Hollywood

January 11 at 10:30 a.m. by Rebecca McBane



#### 5 Hot Design Trends For The Most Important Room In The House.

Advertisement by: Allstate



#### Russ Rector, Animal Activist and Pioneer of the Anti-Captivity Movement, Dies at 69

January 10 at 12:55 p.m. by Jonathan Kendall



#### Primal Forces Brings Communion to Empire Stage

January 9 at 11:27 a.m. by Deirdre Mendoza

advertisement



### RECOMMENDED FOR YOU

Powered by SellThru



#### "GAY-ISH" SERIES OUTLANDISH BRINGS JOHN WATERS AND JACKIE HOFFMAN TO FORT...

January 12 at 10:25 am by Minhae Shim Roth



#### The Ten Best Day of the Dead Events in South Florida

October 26 at 2:24 pm by Jessica Gibbs



#### Tracy Morgan, After Surviving Tragedy, Simply "Wants to Eat at Versace"



**RESERVOIR DOLLS** Outré Theater Company presents  
Pompano Beach Cultural Center  
**FEBRUARY 1 through 18, 2018**  
CCPOMPANO.ORG



Markley Medina's tricked-out Uber vehicle is a local must-ride.

Markley Medina, Uber Mo VIP

**KEEP SCROLLING OR CLICK TO READ:**

"Gay-ish" Series Outlandish Brings John Waters and Jackie Hoffman to Fort

Gilbert Gottfried on Showbiz Stupidity and Hollywood Legends

**How to Improve Your Uber Passenger Rating, According to Drivers and Five-Star...**

The Ten Best Day of the Dead Events in South Florida

Florida Boaters Step Up to Help the Keys, and You Can Too

ADVERTISEMENT



## How to Improve Your Uber Passenger Rating, According to Drivers and Five-Star Customers

JESSE SCOTT | JULY 21, 2017 | 3:03PM



We've all had that Uber driver. The lady that had you clinging for dear life as she barreled through your neighborhood at 75 mph. Or the dude who refuses to give up his collection of petrified French Fries preserved in the back seat where you're sitting.





## Facebook Ads Performance Overview

546

WEBSITE CLICKS

58,173

IMPRESSIONS

29,380

REACH

1.13%

CTR (%)

1.98

FREQUENCY

623

POST ENGAGEMENT

70

POST LIKES

2

POST COMMENTS

5

POST SHARES

- Banners:  
50,028 Impressions  
130 Clicks
- Interstitials:  
9,206 Impressions  
55 Clicks
- Email Blasts:  
21,476 Sent  
62 Clicks
- Programmatic Banners:  
71,735 Impressions  
103 Clicks
- Programmatic Email:  
25,000 Sent  
325 Clicks

BROWARD PALM BEACH  
**New Times**





SOUTH FLORIDA  
SYMPHONY  
ORCHESTRA

Sebrina María Alfonso, Music Director





The Florida Keys  
& Key West  
...come as you are®  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL



## Mozart Meets Hemingway & Siudy Flamenco • December 16-19

Mozart's Symphony No 35 Haffner | Daugherty's Tales of Hemingway | Falla's El Amor Brujo

PRE-CONCERT CHAT 7:00PM - CONCERT 7:30PM

SouthFloridaSymphony.org - 954-522-8445 • Fort Lauderdale | Key West | Miami



## MEDIA PLACEMENT | \$113,700

### 8K | WSVN

50x :15 spots + production of spot  
(May be used on any other media with the exception of another tv station/cable)  
2x ticket giveaway on FB  
30k :15 pre-roll on wsvn.com and mobile  
10x Eblast for a week  
10x TV SNIPES - Daytime run

### \$10K | COMCAST TV

1350 of :30 Sec Ads  
Zones and Stations TBD

### 5.8K | SUN SENTINEL

4x Society Half Page  
3x Showtime Full Page  
3x Eblast + FB Social Media (20k)  
2x Half Page + Banners (50k)

### \$6.7K | SOUTH FLORIDA GAY NEWS

9x Full Page  
6x Monthly Leaderboard on stgn.com  
9x E-blast

### \$3K | AVENTURA MAGAZINE

3x Half Page  
3x Social Media Posts (FB/TW/IN)  
3 iPad Ad  
3 Connoisseur Editorial in the magazine

### \$8K | MIAMI HERALD

4X QTR Page Tropical Life  
150k impressions: MiamiHerald.com  
2x Half Page El Nuevo Herald Viernes  
135k impressions: elcuevoherald.com

### 2.5K | MIAMI ART GUIDE

9x e-announcements  
20th Anniversary Editorial Coverage  
Newsletter Cover  
3 Editorial Pics  
6x Monthly Banners  
Social Media Posts - Season long

### 3.2K | RIVERWALK MAGAZINE

4x Full Page Ad  
4x Email Newsletter Inclusion  
4x Social Media

### \$6.5K | NEW TIMES

5x 2/3 Page Ad  
2x Social Media Campaign FB/IN  
50k Digital Programmatic w/banners  
50k Banner ads  
Dedicated Arts blast Dade/Broward

### \$4.2K | FT. LAUD. MAGAZINE

3x Full Page  
3x Online Banners  
3x Social Media

### \$3.6K | POMPANO PELICAN

3X Full Page  
3x Half Page

### \$2.4K | WDNA

3x :30 Sec Radio ads x8 p/flight

### \$2.4K | NEW TROPIC

4x Full Page  
4x Eblast + Social Media Posts

### \$4.5K | ART CIRCUITS

5x Dedicated Eblast  
1x Half Page ArtCircuits  
1x Full Page Basel Guide  
Social Media Posts

### \$6K | CULTURE OWL

1x Back Cover in CultureOwl Magazine  
5x HALF Page in CultureOwl Magazine  
Editorial Uploads - content required  
Premier Membership w/ Unlimited Listings  
2 E-scoop Features  
2x Home Page Leaderboards  
4x Website Banners  
Event Features on Home Page  
Venue Listing where Applicable  
Home Page Main Feature  
1 Dedicated e-scoop  
2 Home Side Banners  
2x E-scoop Banners  
2x App Banners  
Social Media + Paid boosting for 2 events  
\*Goodie Bags w/magazines  
& goodies for 20th Season Gala Event

### \$4K | VENICE MAGAZINE

2x Full Page  
4x Eblast  
6x Social Media

### \$5K | SOUTH FLORIDA TIMES

3x Medium Rectangle Banner  
3x Eblasts  
3x Facebook Posts

### \$2.9K | DATACLIQUE ANALYSIS

8x Dedicated Eblast

### \$4.5K | DATACLIQUE DIGITAL ADS

8x Dedicated Eblast

### \$4K | GULFSTREAM DIGITAL CONTENT

Website Article with tracking of views  
Facebook Article + Video with tracking of total reach, reactions, comments, and shares  
Instagram with tracking of impressions, reach, and engagement.  
Twitter with tracking of impressions, reach, and engagement  
Total Social Media Reporting  
Total Reach Reports Across All Platforms

### \$4.1K | GULFSTREAM MEDIA

BOOKED IN CO OP  
3x Full Page + 3x Half Page

### \$4K | OUTCLIQUE MAGAZINE

3x Full Page  
6x Email Blast  
6x FB/TW  
3x Content Article

### \$4K | ARTSPAPER

BOOKED IN CO OP  
8x QTR Page

### \$4.4K | WHERE MAGAZINE

4x Half Print  
4x Eblasts + Social Media Posts



1	CLIENT	Q	VENDOR	Publication Date	Deadline	Delivery	PRODUCT	SPECS	PERFORMANCE	Sent to Vendor	Vendor Invoice #	Ad Expense Detail	Total Ad Expense
118	South Florida Symphony	1	Venice Magazine	12/6/17	1/1/18	SCHEDULED	EBLAST	650X900 + 728X90 + 300X250 + 300X600	MW1	YES	1704		AAP
119	South Florida Symphony	1	Where Magazine	12/6/17	11/15/17	SCHEDULED	EBLAST	Photo 500x500 x2 + 70-100 words + Venue Info	MW1	YES	IN24965	\$400.00	CO OP
120	South Florida Symphony		COMCAST	12/7/17	11/7/17			Production	MW1	YES	M1667764	\$125.00	
121	South Florida Symphony	1	New Times	12/7/17	2/1/18	THURSDAY	MINI FULL	7.1771X8.2084"	MW1	YES	M00137213	\$675.00	AAP
122	South Florida Symphony	1	Jewish Way	12/8/17	11/31/17	SCHEDULED	Email Blast	960x1250 + 150 WORDS	MW1	YES			AAP
123	South Florida Symphony	1	Miami Herald	12/8/17	11/20/17	FRIDAY	Nuevo VIERNES Half	5.04x10.25" + SPANISH AD	MW1	YES	10840-12082017	\$1,250.00	AAP
124	South Florida Symphony	1	Pompano Pelican	12/8/17	10/1/17	FRIDAY	FULL PAGE	10X15.5"	MW1	YES	1401220	\$813.75	AAP
125	South Florida Symphony	1	Sun-Sentinel	12/8/17	10/25/17	11/7/17	SHOWTIME/AV HALF	4.915x10.5"	MW1	YES			AAP
126	South Florida Symphony	1	Miami Herald	12/10/17	11/15/17	SUNDAY	Tropical Life QTR	5.04x10.25"	MW1	YES	10957-12102017	\$1,400.00	AAP
127	South Florida Symphony	8	WDNA	12/10/17	11/29/17	DAILY	RADIO	:30 SEC RADIO COPY + 3 P/DAY + XT	MW1	YES	IN-117125737	\$800.00	AAP
128	South Florida Symphony	1	AEMG AMERICA TV	12/11/17	12/1/17	DAILY	TV SPOT :30	:15 + :30 Television Commercial	MW1	YES	1290	\$1,250.00	\$1,250.00
129	South Florida Symphony	1	AEMG AMOR	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$3,290.00	\$3,290.00
130	South Florida Symphony	1	AEMG COMCAST	12/11/17					MW1	YES	1290	\$1,860.17	\$1,860.17
131	South Florida Symphony	1	AEMG MEGA TV	12/11/17	12/1/17	DAILY	TV SPOT :30	:15 + :30 Television Commercial	MW1	YES	1290	\$450.00	\$450.00
132	South Florida Symphony	1	AEMG MIAMI HERALD	12/11/17	12/1/17	DAILY	DIGITAL	EBLAST	MW1	YES	1290	\$1,200.00	\$1,200.00
133	South Florida Symphony	1	AEMG PIRATE RADIO	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$375.00	\$375.00
134	South Florida Symphony	1	AEMG SUN SENTINEL	12/11/17	12/1/17	DAILY	DIGITAL	EBLAST	MW1	YES	1290	\$1,400.00	\$1,400.00
135	South Florida Symphony	1	AEMG WAQI	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$450.00	\$450.00
136	South Florida Symphony	1	AEMG WCMG 92.3FM	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$1,660.00	\$1,660.00
137	South Florida Symphony	1	AEMG WOBA	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$100.00	\$100.00
138	South Florida Symphony	1	AEMG WSB5 94.9FM	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES		\$0.00	\$3,090.00
139	South Florida Symphony	1	AEMG WZTU	12/11/17	12/1/17	DAILY	RADIO	RADIO SPOT :15 + :30	MW1	YES	1290	\$3,802.00	\$3,802.00
140	South Florida Symphony	1	Fort Lauderdale Magazine	12/12/17	12/1/17	SCHEDULED	SOCIAL MEDIA	CONTENT REQUIRED	MW2	YES			AAP
141	South Florida Symphony	1	LIFESTYLES	12/12/17	12/1/17	SCHEDULED	EMAIL BLAST	600X1200	MW1	YES			\$500.00
142	South Florida Symphony	1	OutClique Magazine	12/12/17	12/1/17	SCHEDULED	SOCIAL MEDIA	CONTENT REQUIRED	MW1	YES	1416	INCLUDED	AAP
143	South Florida Symphony		PBS	12/12/17	12/1/17	SCHEDULED	FACEBOOK POST	CONTENT REQUIRED	MW1	YES	30202	INCLUDED	AAP
144	South Florida Symphony	1	TROPIC MAGAZINE	12/12/17	12/1/17	SCHEDULED	EBLAST	CONTENT REQUIRED	MW1	YES	12-1823	INCLUDED	AAP
145	South Florida Symphony	1	Venice Magazine	12/12/17	12/1/17	SCHEDULED	SOCIAL MEDIA	COPY NEW TIMES CONTENT	MW1	YES			AAP
146	South Florida Symphony	1	Where Magazine	12/12/17	12/1/17	SCHEDULED	SOCIAL MEDIA	CONTENT REQUIRED	MW1	YES			CO OP
147	South Florida Symphony	1	Miami Art Guide	12/13/17	11/15/17	SCHEDULED	EBLAST	960x1250 + 150 WORDS	MW1	YES			AAP
148	South Florida Symphony	1	Miami Art Guide	12/13/17	11/15/17	SCHEDULED	ONLINE BANNERS	300X250 JAN 25-FEB 8	MW1	YES			AAP
149	South Florida Symphony	1	South Florida Gay News	12/13/17	11/15/17	SCHEDULED	EBLAST	1X250 MID BANNER + 600X700 BOTTOM POST	MW1	YES	25274	\$77.78	AAP
150	South Florida Symphony	1	South Florida Gay News	12/13/17	11/15/17	WEDNESDAY	FULL PAGE	10X10.75"	MW1	YES	25274	\$1,000.00	AAP

SFS FY18 TRACKING ONLY SFS PENDING FEB-MAY +

450 PLACEMENT LINES

OVER \$250K

8 MONTHS



# BILLBOARD + RADIO

## MOZART MEETS HEMINGWAY & SIUDY FLAMENCO

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DEC 16-19

 SOUTH FLORIDA  
SYMPHONY  
ORCHESTRA

Adrienne Arsht Center  
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

 BROWARD CENTER  
FOR THE PERFORMING ARTS







**SOUTH FLORIDA SYMPHONY ORCHESTRA 20<sup>th</sup> SEASON**  
Sebrina Maria Alfonso, Music Director

**Mozart se encuentra con Hemingway & Suidy Flamenco • Diciembre 16-19**

Mozart: Sinfonía No. 35 Haffner  
Daugherty: Historias de Hemingway  
Falla: El Amor Brujo

SouthFloridaSymphony.org • 954-522-8445  
Boca Raton | Fort Lauderdale | Key West | Miami



Foto de Cortesia

UN BOCETO del pabellón de SCOPE Miami Beach 2017.

### VIENE DE LA 3C ART BASEL

regresa a MANA Wynwood, del 6 al 10 de diciembre del 2017. Para el 2017, PINTA MIAMI - CRUZANDO CULTURAS presenta el acostumbrado "solo project". Geografías Errantes es el resultado de la colaboración entre los famosos curadores Dan Cameron y Jesús Fuenmayor. La premisa de esta

exhibición propone un intercambio entre artistas latinos y artistas latinoamericanos, provocando una confrontación entre la verdad y la ficción que existe en el uso indiscriminado de estas categorías geopolíticas. Este año, la feria PINTA Países le da la bienvenida a Argentina y Perú. Información: <http://www.pintamiami.com> MANA Wynwood, 2217 NW y la Avenida 5.

### SPECTRUM MIAMI Y RED DOT

Spectrum Miami y Red Dot Miami están junto al Museo Pérez de Arte de Miami (PAMM), en el centro del distrito de las artes y el entretenimiento. Son dos de los espectáculos de arte contemporáneo más antiguos de la industria durante la Semana de Arte de Miami, que tiene lugar del 6 al 10 de diciembre de 2017. Los espectáculos atraen a más de 40,000 asistentes cada año con más de 650 artistas y galerías de todo el mundo. Este año destaca "A Walk in the Clouds", unas 2000 flores recién cortadas de múltiples colores que formarán una estructura circular en forma de arena, están suspendidas del techo. La séptima edición de Spectrum Miami presenta obras de más de 160 artistas y galerías de la región de Florida y de todo el mundo. Información: <http://spectrum-miami.com> y <http://reddotmiami.com>

Twitter: @IsabelDinos



Foto de Cortesia

YA ESTÁN todos los ojos puestos en Art Basel Miami Beach 2017, del 7 al 10 de diciembre. El evento de arte contemporáneo más esperado del año.



## Facebook Ads Performance Overview

64,014

IMPRESSIONS

40,578

REACH

27,001

POST ENGAGEMENT

1.58

FREQUENCY

404

POST LIKES

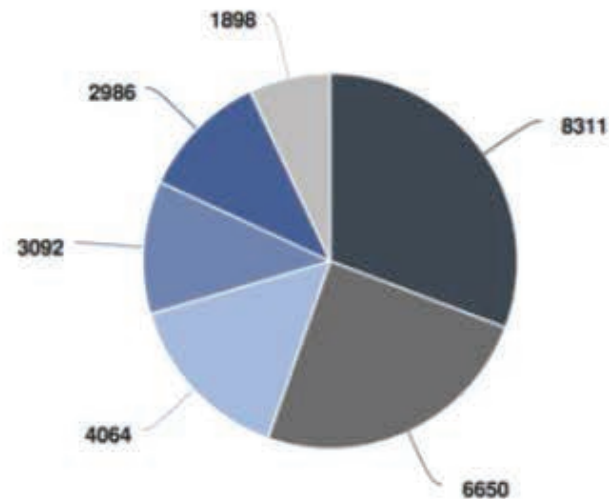
5

POST COMMENTS

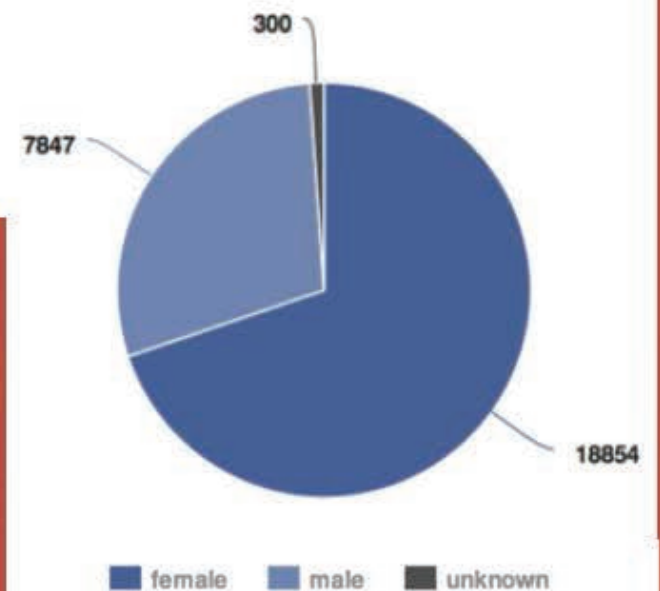
150

POST SHARES

### ANALYTICS



AGE



GENDER



# — LET'S RECAP —



**OPEN MIC TUESDAYS**  
Hosted by Michelle Rose Domb

FEATURED PERFORMER  
**EMILY SHEILA**  
"A SULTRY, HEART STOPPING VOICE"

JULY 26 | 6:30PM

Sing. Perform. Play. Laugh.  
There's a mic. A barstool.  
A spotlight. All we need is you!

**artserve**  
1350 E SUNRISE BLVD  
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OPEN MIC TUESDAYS



**\$4.5K IN AWARDS**  
**MARCH 9 + 10**  
**10AM - 5PM**

**ARTISTS APPLY TODAY!**

**ART FOOD FUN MUSIC**

**ARTFEST IN THE PINES**

ARTFEST IN THE PINES



**SOUTH FLORIDA SYMPHONY 20th SEASON**

**Mozart se encuentra con Hemingway**  
@ Sully Flanescu • Diciembre 16-19

**EL NUEVO HERALD**

SO FLA SYMPHONY

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# — BENEFITS —

**SPUR ECONOMIC GROWTH**

**ARTS DESTINATION**

**REBRAND THE CITY**

**ENGAGE THE COMMUNITY**





# **WHY ARTSERVE?**

## **AWARD WINNING ORGANIZATION**

**RELATIONSHIPS**

**MEDIA PLANNING**

**MARKETING**

**COOL EVENTS**



**— PASSION —**  
**WE LOVE WHAT WE DO**



# artserve

*When the arts thrive, communities flourish!*

— THANK YOU —