

Market with ZAPP

All events on ZAPP are guaranteed to be included in our weekly Show Information email two times during the application cycle. The first mention will occur when you begin accepting applications. The second mention will occur when your deadline is approaching.

If you're interested in reaching more artists, ZAPP offers a range of additional marketing options for purchase.



Single Show E-Blast

Starts at

\$200

Send a dedicated e-blast for your event to our artist base.

- ✓ Reach up to 45,000+ artists.
- ✓ Filter the email list by region/state, and medium category.
- ✓ Add an image or social media post for extra.



Show Information Feature

\$100

Feature your event on the weekly Show Information email sent to all opted-in artists.

- ✓ Reach up to 56,000+ artists.
- ✓ Get priority placement at the top of the email.
- ✓ Includes your event logo, details, and summary.



Receipt Advertisement

Starts at

\$250

Advertise your event on the receipt that each artist sees after purchasing a product on ZAPP.

- ✓ Be seen by hundreds of artists each week.
- ✓ Submit a square digital ad that will link to your event page.
- ✓ Purchase a two or four-week ad run.



Mailing List

\$250

Send a postcard mailing to ZAPP artists.

- ✓ Reach up to 30,000+ artists.
- ✓ Work with a mailing house of your choice and we'll send the list directly to them.

Reach more artists with ZAPP today!
contactzapp@westaf.org

zapp[®]