



Arts & Culture Guide

Digital advertising on MarinArts & Cultural Guide supports Marin County's vibrant cultural community. Premium exposure on the MarinArts website reaches a targeted audience of well-heeled arts enthusiasts looking for what to do, where to go, what to see, and where to eat and stay when enjoying Marin cultural events.

GUIDELINES & DEADLINES

- All premium Spotlight ads must be event specific
- 4-week ad placements only
- All ads start Mondays & end 4 weeks later on Sunday
- Ad space orders due Mondays 14 days prior to ad start
- Artwork due Wednesday before ad placement start
- \$50 change fee for artwork changes during 4-week period
- Unique stop dates can be arranged when specified with order

ART SPECIFICATIONS

- RGB color profile at exact ad dimensions
- Save ad as a web-optimized JPG file
- Provide URL for ad link
- Please send artwork to Big Cat with copy to: kathie@marinarts.org

Questions? Contact us:

Lauraine Bacon
 Big Cat Advertising
 415.878.6232
lauraine@bigcatadvertising.com



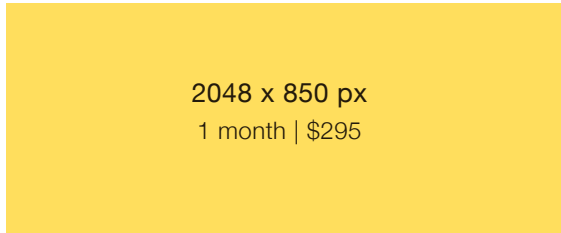
Advertising development and design services available for extra charge; please inquire.

No political ads will be accepted. All ads run at the discretion of the publisher.

marinarts.org

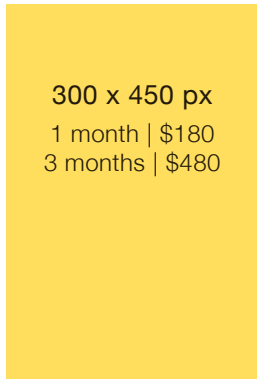
DIGITAL AD SIZES

■ Homepage Top Spotlight



- Premium visibility for your event
- Includes one premium placement in MarinArts regularly scheduled bi-monthly e-news
- Mobile viewing
- Slider graphic, limited to 6 events at one time
- Links directly to your website

■ Sidebars | 3 sizes: Tower, Square, Button



Tower



Square



Button

- Right hand column of MarinArts
- Appear on all pages of site
- Mobile viewing
- Links directly to your website

■ Event Specific Email | Variable depth up to 900px



- Exclusive email to MarinArts subscriber list
- Limited to 1 exclusive email per week, 1 email per event
- Limited to 1 exclusive email per month per advertiser

PLEASE NOTE:
 Yellow boxes are for visual reference only and are not actual size.

Digital Advertising Planner

Rates effective 1/1/2019



MARINARTS 2019 ADVERTISING SPONSORSHIPS

\$600 Event Sponsor (\$645 value)

- 1 spotlight banner ad
- 1 exclusive dedicated eblast for same event

\$1000 Sponsor (\$1180 value)

- 4 spotlight banners
- 1 social media post for each event
- Sponsor logo on MA sponsor page

\$1,500 Season Sponsor (\$1880 value)

- 4 spotlight banners
- 2 exclusive dedicated eblasts for separate events
- 1 social media plug for each event
- Sponsor logo on MA home page

\$2,500 VIP Sponsor (\$2820 value)

- 6 spotlight banners
- 3 exclusive dedicated eblasts for separate events
- Regular social media plugs during season
- Sponsor logo on MA sponsor page

Details:

- All annual advertising sponsorships must be paid in advance.
- Spotlight banners run 4 weeks. See Rate Sheet for full banner specifications.
- Scheduling of exclusive dedicated eblasts must be cleared with MA.
- Social media posts include Facebook and/or Instagram.

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