



Arts & Culture Guide

## 2021 ADVERTISING RATES

Digital advertising on MarinArts supports Marin County’s vibrant cultural community. Premium exposure 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’s many arts and cultural events.

### GUIDELINES & DEADLINES

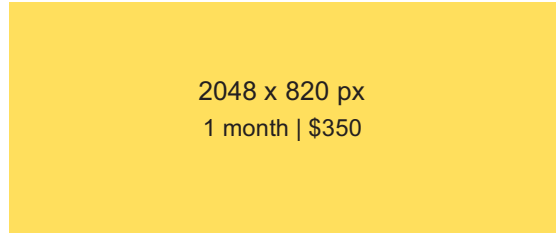
- All premium Spotlight ads must be event specific
- 4-week ad placements only
- All ads start Mondays & end 4 weeks later on Sunday
- Ad space orders due Mondays 14 days prior to ad start
- Artwork due Wednesday before ad placement start
- \$50 change fee for artwork changes during 4-week period
- Unique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

### DIGITAL AD SIZES

#### ■ Homepage Top Spotlight

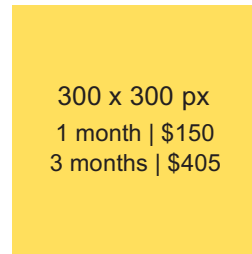


- Premium visibility for your event
- Includes one premium placement in MarinArts regularly scheduled bi-weekly e-news
- Mobile viewing
- Slider graphic, limited to 6 events at one time
- Links directly to your website

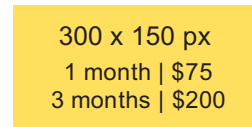
#### ■ Sidebars | 3 sizes: Tower, Square, Button



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.

Questions? Contact us:

Marketing & Development Director  
415.578.3856  
marketing@marinarts.org

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

marinarts.org

Rates effective 1/1/2021



## 2021 ADVERTISING SPONSORSHIPS

### **\$725 Event Sponsor** (\$800 value)

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

### **\$1000 Sponsor** (\$1050 value)

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

### **\$1,500 Season Sponsor** (\$1825 value)

- 4 spotlight banners
- 1 exclusive dedicated eblast for select event
- 1 social media plug for each event
- Sponsor logo on MA sponsor page

### **\$2,500 Premier Season Sponsor** (\$2,950 value)

- 6 spotlight banners
- 2 exclusive dedicated eblasts for separate events
- Regular social media plugs during season
- Sponsor logo on MA home and sponsor pages

### **\$3,500 VIP Sponsor** (\$3,800 value)

- 6 spotlight banners
- 4 exclusive dedicated eblasts for separate events
- Regular social media plugs during season
- Sponsor logo on MA home and sponsor pages

### **Details:**

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

*Rates effective 1/1/2021*