



## Arts & Culture Guide

### 2022 ADVERTISING RATES

Digital advertising on MarinArts supports Marin County’s vibrant cultural community. Advertising provides premium exposure to diverse audiences and arts enthusiasts looking for entertainment in Marin.

#### 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

##### Use These Guidelines When You Send Ads

- RGB color profile at exact ad dimensions
- Save ad as a web-optimized JPG file
- Provide URL for ad link

#### PLEASE NOTE

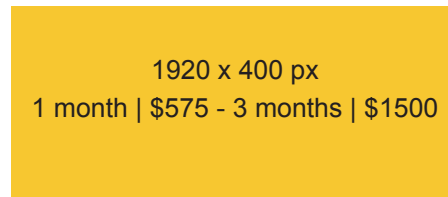
*No political ads will be accepted. All ads run at the discretion of the publisher.*

#### QUESTIONS?

Contact us:

Marketing & Development Director  
415.578.3856  
marketing@marinarts.org

#### HOME PAGE BANNER 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 | BUTTON

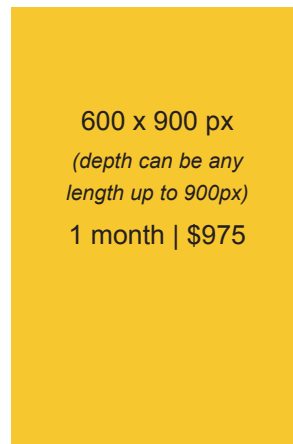


300 x 150 px  
1 month | \$275 - 3 months | \$700

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

#### EXCLUSIVE EMAIL TO MARINARTS SUBSCRIBER LIST

- Limited to one exclusive email per month per advertiser
- 4,000 units will be emailed
- Variable depth up to 900px



600 x 900 px  
*(depth can be any length up to 900px)*  
1 month | \$975

#### UPTAKE SPONSORSHIP

- Appears on UPTAKE newsfeed.
- Mobile viewing
- 1 month | \$350 - 6 months | \$1500



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## 2022 ADVERTISING PACKAGES

### **\$1,400 EVENT** (\$1,550 Value)

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

### **\$1,350 MULTI-EVENT** (\$1,500 value)

- 3 spotlight banners
- 1 social media post for each event

### **\$2,700 SEASON** (\$3,050 value)

- 4 spotlight banners
- 1 exclusive dedicated eblast
- 1 social media plug for event

### **\$4,500 PREMIER** (\$5,000 value)

- 6 spotlight banners
- 2 exclusive dedicated eblast for separate events
- Regular social media plugs during season

### **\$6,300 VIP** (\$6,900 value)

- 6 spotlight banners
- 4 exclusive dedicated eblast for separate events
- Regular social media plugs during season

### **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.