



Arts & Culture Guide

2024 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

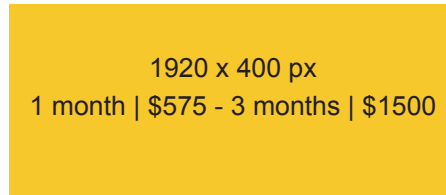
No political ads will be accepted. All ads run at the discretion of the publisher.

QUESTIONS?

Contact us:

Marketing & Development Director
415.578.3856
ads@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

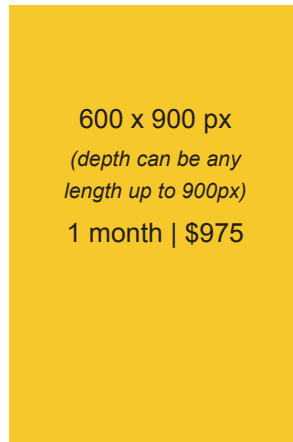


300 x 150 px
1 month | \$275 - 3 months | \$700

- 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



UPTAKE SPONSORSHIP

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



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2024 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.