As coverage of the fine and performing arts in other media continues to drop dramatically, Oregon ArtsWatch has become the state’s leading arts journal, a key source for in-depth, informed arts coverage that organizations and patrons don’t find anywhere else.

WHY ADVERTISE WITH ARTSWATCH?
Artswatch is Oregon's most comprehensive arts journal, publishing since 2011. Reach more than 28,000 targeted viewers every month. Connect directly with engaged arts patrons.

NOTE: The highest age group is 25-34, a key target audience for companies looking to diversify.
Digital Display Ad Rates

Files Accepted:
JPG, JPEG or PNG, 300k – 500k,
High Resolution, Max Quality, 300ppi

Digital Ad Rates

<table>
<thead>
<tr>
<th>AD SIZE (pixels)</th>
<th>2 wks</th>
<th>1 MO</th>
<th>2 MO</th>
<th>3 MO</th>
<th>6 MO</th>
<th>9 MO</th>
<th>12 MO</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Top Banner</td>
<td>$355</td>
<td>$595</td>
<td>$1,095</td>
<td>$1,595</td>
<td>$2,995</td>
<td>$4,195</td>
<td>$5,395</td>
</tr>
<tr>
<td>728x90 In-Story Banner</td>
<td>$95</td>
<td>$160</td>
<td>$295</td>
<td>$440</td>
<td>$830</td>
<td>$1,165</td>
<td>$1,505</td>
</tr>
<tr>
<td>600x200 Themed Page Banner</td>
<td>$155</td>
<td>$265</td>
<td>$495</td>
<td>$735</td>
<td>$1,385</td>
<td>$1,945</td>
<td>$2,505</td>
</tr>
<tr>
<td>300x250 Rectangle Sidebar</td>
<td>$175</td>
<td>$295</td>
<td>$545</td>
<td>$795</td>
<td>$1,495</td>
<td>$2,095</td>
<td>$2,695</td>
</tr>
<tr>
<td>300x600 Half Page Sidebar</td>
<td>$255</td>
<td>$425</td>
<td>$765</td>
<td>$1,115</td>
<td>$2,095</td>
<td>$2,925</td>
<td>$3,775</td>
</tr>
</tbody>
</table>

Non-Profit rate = 20% Off. Pick-up discount = 25% off second item (second item must be of equal or lesser value).
Note: Months don’t have to be consecutive. Run dates can be any 30 days that suit your marketing needs.

Roadblock
Sidebar & Newsletter (Fixed Position Upgrades):
1st = 65% • 2nd = 60% • 3rd = 55% • 4th plus = 50%

Weekly NEWSLETTER (Thursdays)
300x250 Rectangle Sidebar = $45
728x90 In-Between Stories = $65
300x600 Half Page Sidebar = $85
Subscribers (opt-in) = Over 2,300

DEADLINES (prior to start date): Reservation/Ad Production 3-4 days prior • Camera-Ready Art 1-2 days prior

Note: Call or email for a rate quote on run dates more than 12 months. Ads are subject to random rotation in all positions except for roadblocks (fixed position upgrades). Visual ad examples on this sheet are not to scale in order to fit on the page. Rates subject to change. Invoices are due upon receipt. Late fees are charged starting at 60 days past due.
Digital Display Specs

Visual ad examples on this sheet are not to scale in order to fit on the page.

728 x 90 (pixels)  
Top Banner

300 X 250 (pixels)  
Rectangle Sidebar

300 X 600 (pixels)  
Half Page Sidebar
Digital Display Specs

Visual ad examples on this sheet are not to scale in order to fit on the page.

600 x 200 (pixels)
Themed Page Banner

THEMED PAGES:
- STAGE & STUDIO
- ART
- CULTURE
- DANCE
- ED
- FAMILY
- FILM
- LIT
- MUSIC
- NEWS
- NW
- THEATER