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 30,500 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

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 fixed position upgrades. Fixed positions are subject to availability. 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.

Files Accepted:
PNG (preferred), JPG
Max Quality, 72ppi

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 / In-Story 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 HP Middle 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</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</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. Fixed positions are subject to availability.

Note: Months don’t have to be consecutive. Run dates can be any 30 days that suit your marketing needs.

Fixed Position Upgrades
Sidebar & Newsletter In-Story:
1st = 65% • 2nd = 60% • 3rd = 55% • 4th plus = 50%

Weekly NEWSLETTER (Thursdays)
600x100 In-Story Banner = $45
300x250 In-Story Rectangle = $65
600x200 In-Story Banner = $85
Subscribers (opt-in) = 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 fixed position upgrades. Fixed positions are subject to availability. 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 w/ In-Story Banner

300 X 250 (pixels)
Sidebar Rectangle

300 X 600 (pixels)
Sidebar Half Page

728 x 90 (pixels)
HP Middle Banner
Digital Display Specs

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

THEMED PAGES

Main Categories:
- CULTURE
- DANCE
- FILM
- LANGUAGE
- MUSIC
- NEWS
- OREGON/NW
- THEATER
- VISUAL ART
- STAGE & STUDIO

Or Sub-Categories
ALL Subject to availability

600 x 200 (pixels)
Themed Page Banner