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 41,500 targeted viewers every month. Connect directly with engaged arts patrons.

WHO’S READING? | DEMOGRAPHICS

Users (Individuals): 41,564
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.

Digital Advertising Manager
Tiffany Sullivan
bluesprocketbrokerage@gmail.com
503-367-6776

SPECS:
PNG (preferred) or JPG
72ppi (Digital Screen)
RGB Color

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### 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.

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### Fixed Position Upgrades

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

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### Weekly Newsletter (Thursdays)

- 600x100 In-Story Banner = $45
- 300x250 In-Story Rectangle = $65
- 600x200 In-Story Banner = $85
- Subscribers (opt-in) = 2,700

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**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
**THEMED PAGES**

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

Or Sub-Categories

ALL Subject to availability

**Digital Display Specs**

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

**Theater**

**Theater Subcategories**

DramaWatch

At last, construction starts at Artists Rep
Mary Huyler / April 15, 2022
Long-delayed remodel is moving ahead at the home of Portland's second-biggest theater company. 'rooms are expected to open for audiences in 10 months.'

DramaWatch: Shakespeare Fest’s $2.5 million plea signals instability along tricky tightrope
Mary Huyler / April 1, 2023
The venerable Ashland festival’s effort to save the 2023 season follows years of wildfires, pandemic shutdowns, and staff turnover. Plus, opening nights and this weekend’s shows.

Shakespeare Fest seeks emergency cash
Ann Work / April 1, 2023
A week before opening night, the Ashland festival put out a plea for $4.5 million to “save our season.”

DramaWatch: Triangle’s epic ‘Inheritance’
Mary Huyler / April 7, 2023
Marxist Lopez two-part drama examines ‘Howard’s End’ as a gay New York saga. Plus, openings, closings, a big theater bash, and a new leader for Oregon Children’s Theatre.

Bobby Bermea: A trans teens life & death
Bobby Bermea / April 3, 2023
The Tricycle Theatre’s “erratic and sick” grant-making at $6,500, is based on the story of Transgender, 17-year-old Nilsa Kohnhauser, who was murdered in 2009.

DramaWatch: A life in the theater, without (or with) a ‘Doubt’
Mary Huyler / March 31, 2023
With a film production of John Patrick Shanley’s ‘Doubt’ at Lakewood Theatre, director Antonio Banderas says he’s calling it a career. Last chance for a few good shows.

DramaWatch: A new limb on the Tree
Mary Huyler / March 24, 2023
Shaking the Tree adds a bright new organiser, La Selva Norte takes a bow, checklist wore well on Earth, ‘Stairway’ hits town, and more.

DramaWatch: August Wilson’s rhythms in ‘Seven Guitars’
Mary Huyler / March 17, 2023
Wald↖tlan’s BMW into the musicality of the great American playwright. Also: Blush & Blix, Borges & Harden, Bill Wicks’ famous manner, Red Cloud’s ‘Dive.”