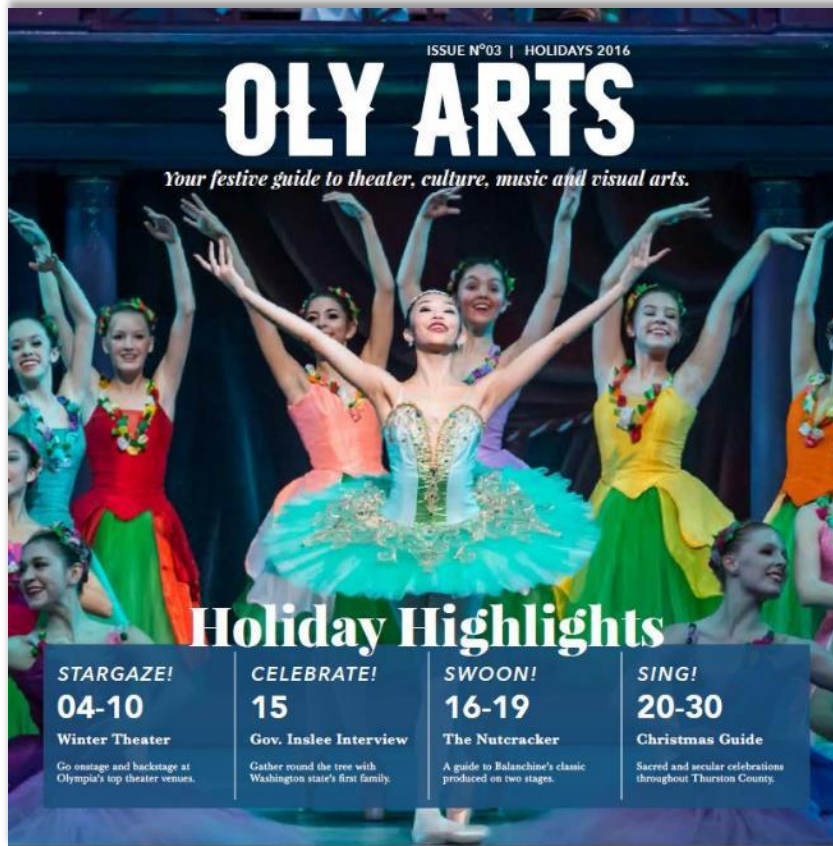


OLY ARTS

The Arts in Olympia: The Leading Guide to South Sound Entertainment, Theater, Music & Visual Arts



THE SOUTH SOUND'S PREMIERE MULTI-PLATFORM ARTS PUBLICATION

PREMIUM PRINT MAGAZINE (6 ISSUES / YEAR)

10-15K PRINTED COPIES HAND-DISTRIBUTED

OLYARTS.COM | ONLINE CONTENT (DAILY)

12-15K WEEKLY READERS

TARGETED MOBILE ADVERTISING (DAILY)

10-15K WEEKLY READERS on iOS + ANDROID APPS

HYPER-LOCAL PODCAST WITH AUDIO AUDIENCE

HUNDREDS OF DEDICATED WEEKLY LISTENERS

SUBSCRIPTION-DRIVEN E-NEWSLETTER (WEEKLY)

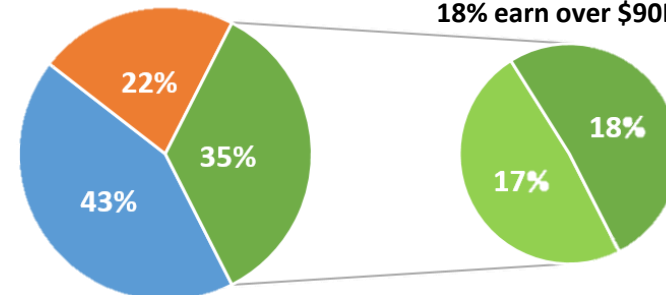
TARGETED NEWSLETTER SUBSCRIBERS

YOUR TARGET MARKET LOVES OLY ARTS

OLY ARTS readership is a demographic with income and influence:
57% of our readers earn **over** \$50K/year (median = \$53K in Olympia)
35% of our readership earn between \$70K-\$90K / year

17% earn over \$70K / year

18% earn over \$90K / year



YOUR TARGET MARKET

ACTIVE, ENGAGED AUDIENCE FOR THE ARTS

Broad: Arts Walk attendance in Olympia	30,000
Committed: Annual theater attendance in Olympia	40,000
Large: Washington Center annual number of guests:	100,000

DEMOGRAPHICALLY DESIRABLE & BUSINESS ORIENTED

Average household income for arts in Olympia: <i>(median income in Olympia \$53K)</i>	\$84K
Annual county income from tourists:	\$265 million
Annual county hotel stays in nights:	164,000

Arts attendees make additional purchases with their arts attendance – **63%** buy dinner, hotel and other amenities

Arts attendees are local shoppers – **78%** have purchased from a locally-owned business in Olympia in the last month.

Sources: NEA, U.S. Census, Oly Arts commissioned market study, 2016

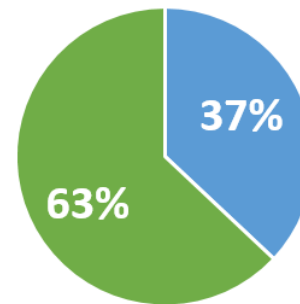
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OLY ARTS AUDIENCE

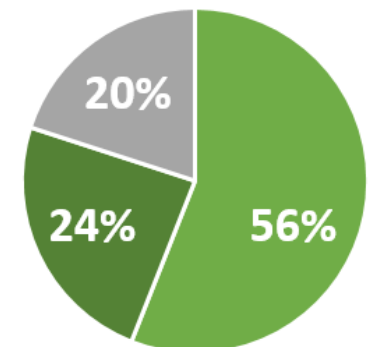
OLY ARTS offers access to a demographically-desirable market of **25-54**-year-olds. **OLY ARTS** readers are primarily well-educated white-collar professionals with a discerning eye for quality, and an ability to pay for their pleasures.

OLY ARTS readers are affluent opinion makers and culturally-adept decision makers, both in their professions and in their purchases and participation in Oly arts events.

Our Readers: Purchasers, Affluent, Educated



63% of Olympia arts attendees are female
37% are male



56% of our readers are college educated
24% hold postgraduate degrees
20% high school with some college

For more information, contact advertising@olyarts.com.

Ad Rate Card: *Print, Online, Mobile, Podcast* Effective 1/1/2017

OLY ARTS delivers **SIX** annual premium print editions + daily updates online

PRINT AD RATES

Ad Size	1X	3X	6X
Full Page	\$1000	\$950	\$850
Full Page Sponsorship	\$700	\$600	\$500
1/2 Page	\$775	\$700	\$650
1/4 Page	\$500	\$450	\$350
1/8 Page	\$300	\$250	\$200

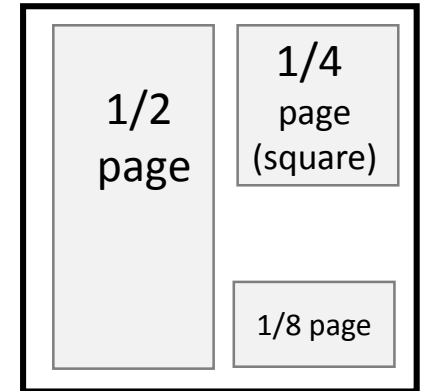
(annual rate, billed 6X)

PREMIUM POSITIONS FOUR-COLOR FULL-PAGE

LOCATION	+ PREMIUM +
Back Cover.....	+20%
Inside Front Cover.....	+10%
Inside Back Cover.....	+10%
Back Cover.....	+20%

PRINT AD SIZES AND DIMENSIONS

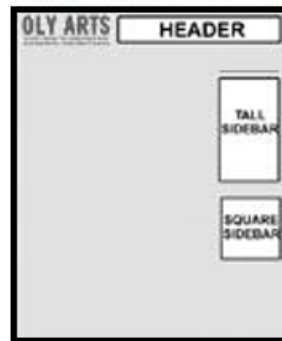
Full Page 10" X 10"
 Full page bleed 11" X 11"
 Page Sponsor Logo 2.25" X 2.25"
 Half page 4.75" X 10"
 1/4 Page 4.75" X 4.75"
 1/8 page 4.75" X 2.25"



ONLINE AD RATES

Ad Size	Monthly	Annual
Banner	\$500	\$2000
Square Sidebar	\$300	\$1000
Long Sidebar	\$400	\$1600
Section Sponsorship	\$600	\$1500
	(payment per quarter)	

ONLINE AD SIZES



MOBILE + E-NEWSLETTER

(iOS, Android + Mobile Web)

3 mon	6 mon	1 year
\$400	\$600	\$900

(payment per quarter)

PODCAST AD RATES

(iTunes, Google Music, SoundCloud)

Podcast Sponsorship	(per quarterly podcast)		
	intro	outro	complete
(per stream)	\$300	\$200	\$500

(payment per quarter)

OLY ARTS

ADVERTISING: Tabitha Johnson | PUBLISHER: Ned Hayes

advertising@olyarts.com

publisher@olyarts.com

OLY ARTS IN CONTEXT

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- **HYPER-LOCAL PODCAST - AUDIO AUDIENCE**
(WEEKLY) HUNDREDS OF DEDICATED LISTENERS
- **SUBSCRIPTION-DRIVEN E-NEWSLETTER**
(WEEKLY) 500+ NEWSLETTER SUBSCRIBERS

Total multi-platform audience:

50,000 Readers



Broadway touring actress Carolyn Fry as "Peter Rabbit" at Olympia Family Theater

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