

# OLY ARTS ADVERTISING MEDIA KIT



ONLINE RATES, PER MONTH

300 x 250 BOX

\$150

\$250

300 x 600 BIG BOX

SECTION HEADER

\$350

\$550

SPONSORED ARTICLE

## ABOUT OLY ARTS

OLY ARTS is the South Sound's award-winning, multi-platform arts magazine. **We offer access** to a highly desirable market of local consumers. Our readers are affluent, **Shop Local supporters** and regular arts and events attendees.

## QUICK STATS :

- ▶ AVG **69,000 ONLINE IMPRESSIONS** PER MONTH
- ▶ READERSHIP: **74% FEMALE** / 24% MALE / 2% OTHER
- ▶ ACCESS: 24% DESKTOP / **72% MOBILE** / 4% TABLET
- ▶ **32% OLYMPIA LACEY TUMWATER** / 18% SEATTLE-TACOMA
- ▶ 57% EARN OVER \$50K / **18% EARN OVER \$90K ANNUAL**

360.951.9304

| [ADVERTISING@OLYARTS.COM](mailto:ADVERTISING@OLYARTS.COM)

| [OLYARTS.ORG](http://OLYARTS.ORG)

# ADVERTISING AGREEMENT



## ADVERTISER INFORMATION

Date \_\_\_\_\_

Name of Company /Organization \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone 1 \_\_\_\_\_

Phone 2 \_\_\_\_\_

E-mail address \_\_\_\_\_

## FREQUENCY

1 mo  3 mo  6 mo  12 mo

## ONLINE AD SIZE

300x250  
 300x600  
 Section header  
 Sponsored article

## AD DESIGN SERVICES (\$200 SURCHARGE)

Yes  No

Gross cost of insertion	\$
Design Services	\$
<b>TOTAL NET DUE PER MONTH</b>	<b>\$</b>

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

## CONDITIONS + POLICIES

**1. Agreement.** These Terms and Conditions together with the accompanying signed Insertion Order constitutes a binding agreement between the advertiser identified on this agreement ("Advertiser") and OlyWorks, LLC, dba OLY ARTS ("Publisher"). The Agreement may not be assigned or transferred by the Advertiser.

**2. Advertising.** The Advertiser shall purchase the online advertising package at the rate listed, and for the duration specified.

**3. Positioning.** Except as otherwise expressly provided to the Advertiser, positioning of advertisements is at the sole discretion of Publisher. Publisher shall make best effort to provide reasonable ad placement to Advertiser throughout the duration of this agreement. Advertiser acknowledges that Publisher has not made any guarantees with respect to usage, statistics, or levels of impressions for any advertising. To the extent Publisher provides Advertiser with estimated usage it does so only as a courtesy to Advertiser and shall not be held liable for any claims related to usage.

**4. First-Time Advertiser (Payment).** If Advertiser is a first time advertiser with Publisher, it shall provide payment for the first month of advertising at the time the agreement is submitted.

**5. Payment.** Advertiser shall make payment within 30 days of the billing date indicated on Publisher's invoice. Publisher reserves the right to request full or partial payment before publishing any advertisement and to cease publishing any advertisement when payment for previous advertising is more than 60 days overdue. In the event any account becomes past due, in addition to such other remedies as it may have, the full amount of the account shall immediately become due and payable by Advertiser. Advertiser is responsible for all expenses incurred in connection with the collection of past due amounts payable, including but not limited to late fees and/or collection fees.

**6. Cancellation.** Advertisements scheduled for insertion may be cancelled by the Advertiser if Publisher is notified in writing with at least 48 hours' notice. When an Advertiser cancels all or part of a multi-level agreement, the Advertiser is responsible for payment of the rate differential resulting from such cancellation.

**7. Rejection of Advertisements.** Publisher reserves the right to reject or cancel any advertisement at any time, for any reason (including but not limited to Publisher's belief that the advertisement conflicts with Publisher's policies or association objectives, competes with Publisher's products or services, is false or misleading, may degrade the graphic quality of Publisher's website, or may subject Publisher to criminal or civil liability).

**8. Indemnification.** Advertiser assumes all liability for content of advertising and agrees to defend, hold harmless, and indemnify Publisher from all claims, losses, judgments, damages, costs and expenses of any nature whatsoever, including but not limited to reasonable attorney fees, for which Publisher may become liable by reason of its publication of the Advertiser's advertisements.

**9. Liability Limitation.** Liability for typographical errors, wrong insertions, late insertions and/or nonpublication, or other advertisement nonperformance is limited to the amount charged to the Advertiser by Publisher. In no event shall Publisher be liable to Advertiser or to any third party for any indirect, special, or consequential damages, including but not limited to lost profits or unrealized business opportunity arising out of this agreement or the publication of or failure to publish any advertisement.

**10. Force Majeure.** Neither party shall be held responsible for delay or failure in performance under this Agreement caused by acts of God, fires, floods, strikes, terrorism, work stoppages, breakdown of equipment, government action, internet or website downtime, or other causes beyond the affected parties' reasonable control.

**11. Governing Law.** This Agreement is governed by the laws of the State of Washington without regard to its conflict of laws rules or principles.

**12. Termination.** Publisher shall be entitled to terminate this Agreement with or without cause upon 48 hours' written notice to Advertiser. In the event of termination under this paragraph, Publisher shall refund or credit Advertiser reasonable portion of the price of the advertising purchased at Publisher's discretion.

