

OLY ARTS ADVERTISING MEDIA KIT



THE SOUTH SOUND'S PREMIERE ARTS PUBLICATION

LARGE VIEWERSHIP

- ▶ Olyarts.com daily content with an average of **78,000 impressions** per month
- ▶ Online access: 24% Desktop / **72% mobile** / 4% tablet
- ▶ Online readership: **32% Olympia Lacey Tumwater** / 18% Seattle-Tacoma

DESIRABLE DEMOGRAPHICS

- ▶ A readership that is **74% female** / 24% male / 2% other
- ▶ Demographic 57% earn over \$50K / **18% earn over \$90K**
- ▶ Large and committed audience:
Annual theater attendance in Olympia: 40,000
Washington Center annual number of guests: 100,000

PREMIUM PRINT ARTSWALK MAGAZINES

- ▶ 2 issues - Spring and Fall Artswalk
- ▶ Broad audience: **Arts Walk attendance in Olympia: ~30,000**

323.775.6900 | ADVERTISING@OLYARTS.COM | OLYARTS.ORG

OLY ARTS ADVERTISING RATES

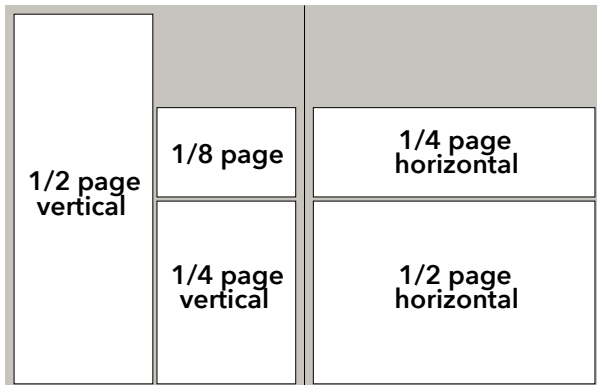
DIGITAL EDITION



DIGITAL RATES & SIZES

Ad Size	1 mo.	3 mo.	6 mo.	12 mo.
Leaderboard	\$600	\$550/mo	\$450/mo	\$350/mo
300 x 250	\$300	\$250/mo	\$200/mo	\$150/mo
300 x 600	\$500	\$450/mo	\$350/mo	\$250/mo

PRINT EDITION



PRINT RATES & SIZES

Ad Size	1x	2x	2x with purchase of 12 mo. Digital
Spread	\$2,250	\$1,800 x2	\$1,650 x2
Full page	\$1,130	\$980 x2	\$800 x2
1/2 page	\$1,050	\$880 x2	\$700 x2
1/4 page	\$650	\$580 x2	\$400 x2
1/8 page	\$550	\$480 x2	\$300 x2

PRINT DIMENSIONS

Spread	17.125 x 11.125"
Full page	8.175 x 11.125"
1/2 page horizontal	8 x 5.125"
1/2 page vertical	3.875 x 10.375"
1/4 page horizontal	8 x 2.5"
1/4 page vertical	3.875 x 5.125"
1/8 page	3.875 x 2.5"

PREMIUM PRINT PLACEMENT

Location	+Premium %
Inside front cover (page)	25%
Inside front cover (spread)	30%
Inside back cover (page)	15%
Inside back cover (spread)	25%
Back cover	30%

Premium print placement is on a first-come-first-served basis. We will contact you if your choice is unavailable.

For more information, visit olyarts.com/advertising, or email: advertising@olyarts.com

OLY ARTS ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Date _____

Name of Company /Organization _____

Contact _____

Title _____

Street _____

City _____ State _____ Zip/Postal Code _____

Phone 1 _____

Phone 2 _____

E-mail address _____

Authorized Signature _____ Date _____

FREQUENCY

1 mo 3 mo 6 mo 12 mo

ONLINE AD SIZE

Sidebar Rectangle 300x250 Leaderboard 728x90
 Long Sidebar 300x600 Sponsored article

ARTSWALK PREMIUM PRINT EDITIONS

SPRING 2023 FALL 2023

PREMIUM PLACEMENT - First-come-first-served

Inside front cover Inside backcover
 Outside back cover Other: _____

AD DESIGN SERVICES (\$200 SURCHARGE)

Yes No

Gross cost of insertion	\$
Print Premium Placement	\$
Design Services	\$
TOTAL NET DUE PER MONTH	\$

Please **SEND ALL ARTWORK** to: editor@olyarts.com or **FILESHARE** using **DROPBOX.COM**

Please **EMAIL THIS COMPLETED AGREEMENT** to: advertising@olyarts.com (or print, fill out and mail) and **MAIL A CHEQUE** (payable to: **OlyWorks LLC**) to: **OlyWorks, LLC, 120 State Ave #304, Olympia, WA 98501**

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.

