

OLY ARTS 2024 ADVERTISING MEDIA KIT



THE SOUTH SOUND'S PREMIER ARTS PUBLICATION

LARGE VIEWERSHIP

- ▶ Olyarts.com daily content with an average of **60,000 impressions** per month
- ▶ Online access: 24% Desktop / **72% mobile** / 4% tablet
- ▶ 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 MAGAZINES

- ▶ 3 Issues - Spring, Summer, and Fall/Winter
- ▶ Broad audience: **Arts Walk attendance in Olympia: ~30,000**
Capital Lakefair attendance: ~200,000

- ▶ Wide local area coverage (partial list):

Olympia: Eastside and Westside Co-Ops, Blue Heron, San Francisco Bakery, Traditions, Childhood's End, Art House, Browsers Books, Market 222, Owl's Nest, Spar, Swartz, Wild Man Brewing, Oly Family Theater, Olympia Coffee Roasters, Lamplighters, Ember Goods, Captain Little, Olyphant, Dancing Goats, Burial Grounds, Compass Rose, Archibald Sisters, Vics, Spuds, Farmer's Market, Governor Hotel, Marriott Suites Hotel, Olympia Knitting Mills, Well80, Lamplighters, Doubletree Hotel.

Lacey: Fog and Fern Coffee House, Olympic Crest Coffee Roasters, Cutters Point Coffee Company **Tacoma:** Bluebeard Cafe, Dancing Goats, Valhalla Coffee, Metropolitan Market, Procter Art Gallery. **Tenino:** Landmark Tavern

Tumwater: Craft District, Spuds, Sweetlees Ice Cream **Shelton:** Urraco Coffee

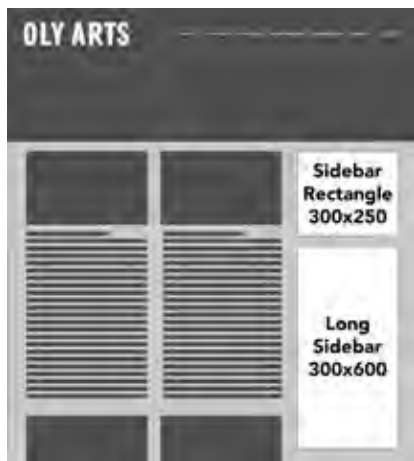
Yelm: Shiplap Coffee House, Yelm Co-Op **Centralia:** The Station, The Olympic club, The Evergreen Playhouse **Chehalis:** Book and Brush, Shonas Food Company

323.775.6900 | JOHN@OLYARTS.COM | OLYARTS.ORG

OLY ARTS 2024 ADVERTISING RATES

We are a non-profit promoting the arts!

DIGITAL EDITION (24/7 - New stories weekly)



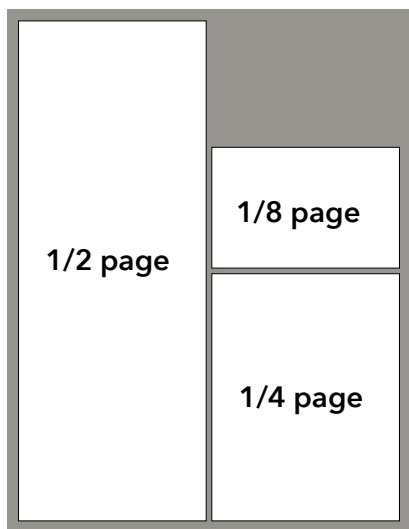
DIGITAL RATES & SIZES

Ad Size	1 mo.	3 mo.	6 mo.	12 mo.
300 x 250	\$250	\$200/mo	\$150/mo	\$100/mo
300 x 600	\$450	\$400/mo	\$300/mo	\$200/mo

There is a substantial special discount for print edition ads when you run a digital ad for 12 months! See below for details.

Digital articles are added during each week. New articles are also emailed directly to subscribers.

ARTSWALK PRINT EDITION (Quarterly)



PRINT RATES & SIZES

Ad Size	Per Issue	Per Issue with 12 mo. Digital*
Full page 8.175" x 11.125"	\$900	\$700
1/2 page 8" x 5.125"	\$650	\$450
1/4 page 3.875" x 5.125"	\$450	\$250
1/8 page 3.875" x 2.5"	\$350	\$150

*To get the special Print Issue prices - purchase of 12 months of any online ad is required.

PREMIUM PRINT PLACEMENT

Location	+Premium Cost
Inside front cover (page)	+450.
Inside back cover (page)	+225.

Premium print placement is on a first-come-first-served basis with preference toward 12-month digital advertisers. We will contact you if your choice is unavailable.

SPRING MAGAZINE: Covers spring Arts Walk, local and regional spring arts events.

SUMMER MAGAZINE: Covers summer events, Lacey in Tune and Capital Lakefair.

FALL/WINTER MAGAZINE: Covers Fall Arts Walk and holiday arts events.

Thank You for Being a Supporter of The Arts!

For more information, email: john@olyarts.com

OLY ARTS ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Name of Company /Organization _____

Contact _____

Street _____

City _____ State _____ Zip/Postal Code _____

Phone _____ E-mail address (Kept private) _____

Authorized Signature _____ Date _____

DIGITAL RATES

	Ad Size (pixels)	
	300 x 250	300 x 600
1 mo.	\$250	\$450
3 mo.	\$200/mo	\$400/mo
6 mo.	\$150/mo	\$300/mo
12 mo.	\$100/mo	\$200/mo

PRINT RATES

Ad Size	Per Issue	Per issue with 12 mo. Digital*
Full page: 8.175" x 11.125"	\$900	\$700
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1/4 page: 3.875" x 5.125"	\$450	\$250
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*To get the special Print Issue prices - purchase of 12 months of any online ad is required.

ONLINE AD FREQUENCY

1 mo 3 mo 6 mo ☐ 12 mo

ONLINE AD SIZE

Sidebar Rectangle 300x250 Long Sidebar 300x600

PRINT EDITIONS

SPRING SUMMER FALL/WINTER

PREMIUM PRINT PLACEMENT - First-come-first-served

Full page Inside front cover (+ \$450.)

Full page Inside back cover (+ \$225.)

AD DESIGN SERVICES (\$200.) ☐ Yes ☐ No

Online: # of months: _____ X \$ _____ =	\$ _____
Print: # of editions: _____ X \$ _____ =	\$ _____
Print Premium Placement cost =	\$ _____
Online or Print Design Services (\$200.) =	\$ _____
<input type="checkbox"/> Bill me monthly TOTAL COST =	\$ _____

Please **SEND ALL ARTWORK** to: john@olyarts.com

Please **EMAIL THIS COMPLETED AGREEMENT** to: john@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

- 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.
- Advertising.** The Advertiser shall purchase the advertising package at the rate listed, and for the duration specified.
- 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.
- 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.
- 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.
- 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.
- 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).
- 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.
- 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.
- 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.
- Governing Law.** This Agreement is governed by the laws of the State of Washington without regard to its conflict of laws rules or principles.
- 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.

