



Art in the Adirondacks

Target Demographics

Advertising with Art in the Adirondacks is a great way to introduce your brand to higher-net worth individuals who live and/or vacation in the Adirondacks:

- Gender: Adult
- Age: 45-64
- HHI: \$80-\$150k
- Education: College +
- Region: 60 million people within a days ride of the Adirondack Park

ADVERTISING RATE SHEET 2018

Art in the Adirondacks is the first and only media company devoted solely to delivering news about the arts through its regional coverage of art events and interviews from artists who are inspired by the Adirondacks. The online magazine delivers interviews, articles, and editorial coverage of the area's emerging and established visual and performing arts communities; as well as a mobile application for trip planning that provides an interactive map of artists' studios, galleries, annual events and art organizations.

Traffic to the Art in the Adirondacks (AITA) website is up 117% in the last six months of 2017 and continues to exceed projections. Engagement is 8 times the national average with visitors spending 2.56 minutes per visit and 3 page views, compared to Chartbeat research of 2 billion web visits showing 55% of visitors spend fewer than 15 seconds actively on a page.

90% of AITA site visitors are regional art enthusiasts interested in events, local accommodations, products and services. An additional 3,500 readers also subscribe to the weekly AITA events newsletter.

RATE SHEET 2018

WEBSITE BANNER ADVERTISING (flat-rate per month):

Non-Exclusive Banners (up to 5 clients per position):

<u>Type</u>	<u>Position</u>	<u>Size</u>	<u>Rate</u>
Cube	(side) #1	300 x 250 pixels	\$120 / month
Cube	(side) #2	300 x 250 pixels	\$110 / month
Cube	(side) #3	300 x 250 pixels	\$ 99 / month
Cube	(side) #4	300 x 250 pixels	\$ 89 / month
Skyscraper	(side) #1	300 x 600 pixels	\$ 99 / month
Horizontal	(bottom of stories) #1	468 x 60 pixels	\$ 59 / month

Note: (3 consecutive months minimum is required for all web banners.)

Contact us today for more information! <mailto:dkaufman@artintheadirondacks.com> or by phone at 315-429-3416.

Mechanical Specs:

AITA accepts jpg, png or gif files. If you have a Flash .swf file it needs to be exported as an animated gif file with recommended size less than 250 kb. Animated gifs not to exceed 3 rotations. AITA does not charge for standard ad design. Custom production services are available at \$55/hr. for special effects, multiple ad change outs or image manipulation.

SPECIAL ADVERTISING OPPORTUNITIES:

Weekly Newsletter Sponsorship: (one month minimum)

Advertise your brand (lodging, food, entertainment, etc.) around events that are happening in your area; or get a jump on the competition for events happening simultaneously with an affordable Weekly Newsletter Sponsorship during the month prior to your event.

The AITA weekly newsletter is delivered each Monday to an opt-in database of over 3,500 adults interested in the region's arts and culture, accommodations, products and services.

Exclusive Banners:

<u>Type</u>	<u>Position</u>	<u>Size</u>	<u>Rate</u>
Horizontal	(top) #1	728 x 90 pixels	\$150 / month
Horizontal	(mid-section) #2	728 x 90 pixels	\$125 / month
Horizontal	(bottom) #3	728 x 90 pixels	\$100 / month

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OTHER SPECIAL ADVERTISING OPPORTUNITIES:

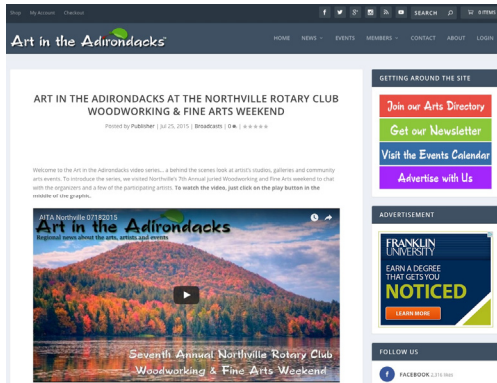


Feature Podcast: (one month minimum) Exclusive: (we will create a special podcast interview with you)

<u>Type</u>	<u>Position</u>	<u>Size</u>	<u>Rate</u>
Audio	Intro & donut	30 second	\$150 / month

AITA will create client audio spots at no additional charge using in-house voice talent, or client may supply their own professionally recorded 30-second audio clips.

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Feature Video Sponsorship: (one month minimum)

Exclusive: (one client per video – 2 shows per month)

<u>Type</u>	<u>Position</u>	<u>Size</u>	<u>Rate</u>
Video	Intro & close	30 second	\$175 / month

Client may supply their own professionally recorded 30-second video commercial, or AITA will create a 30-second standard-video commercial at the rate of \$500 per commercial.

AITA video series is distributed through www.artintheadirondacks.com website, Facebook page and the Art in the Adirondacks YouTube channel.

Mobile App Advertising: (three month minimum)

Exclusive Banners:

<u>Type</u>	<u>Section</u>	<u>Banner iPhone / iPad</u>	<u>Rate</u>
Horizontal	News	320 x 50 / 728 x 90 pixels	\$50 / month
Horizontal	Features	320 x 50 / 728 x 90 pixels	\$50 / month
Horizontal	Art Profiles	320 x 50 / 728 x 90 pixels	\$50 / month
Horizontal	Broadcasts	320 x 50 / 728 x 90 pixels	\$50 / month
Horizontal	Resources	320 x 50 / 728 x 90 pixels	\$50 / month
Horizontal	Press	320 x 50 / 728 x 90 pixels	\$50 / month

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