MARIN ARTS

Arts & Culture Guide

2026 ADVERTISING RATES

Digital advertising on MarinArts supports Marin County's vibrant cultural community. Advertising provides premium exposure to diverse audiences and arts enthusiasts looking for entertainment in Marin.

GUIDELINES & DEADLINES

All Premium Spotlight Ads

- Must be event specific 4-week ad placements only
- All ads start Mondays & end 4 weeks later on Sunday
- Ad space orders due Mondays 14 days prior to ad start
- Artwork due Wednesday before ad placement start
- $50 change fee for artwork changes during 4-week period
- Unique stop dates can be arranged when specified with order

ART SPECIFICATIONS

Use These Guidelines When You Send Ads

- RGB color profile at exact ad dimensions
- Save ad as a web-optimized JPG file
- Provide URL for ad link

PLEASE NOTE

No political ads will be accepted. All ads run at the discretion of the publisher.

QUESTIONS?

Contact us:

Marketing & Development Director
415.613.2694 Sandra
ads@marinarts.org

marinarts.org

HOME PAGE BANNER SPOTLIGHT

1990 px wide x 600 px high
1 month | $575

- Premium visibility for your event
- Includes one premium placement in MarinArts regularly scheduled bi-weekly e-news
- Mobile viewing
- Slider graphic, limited to 6 events at one time
- Links directly to your website

SIDEBAR BUTTON + EDITOR'S PICKS

365 px wide x 150 px high
1 month | $400

- Right hand column of MarinArts /Bottom of mobile device
- Appear on all pages of site
- Mobile viewing
- Links directly to your website
- Event included in Editor's Picks Image: 400 pixels x 400 pixels (our bi-monthly newsletter)

EXCLUSIVE EMAIL TO MARINARTS SUBSCRIBER LIST

- Limited to one exclusive email per month per advertiser
- 10,000 units will be emailed
- Variable depth up to 900px

600 px wide
x
900 px high

(depth can be any length up to 900px)

1 month | $975

PLEASE NOTE: Yellow boxes are for visual reference only and are not actual size.

UPTAKE SPONSORSHIP

- Appears on UPTAKE newsfeed.
- Mobile viewing
- 1 month | $350 - 6 months | $1500

Rates effective 1/1/2026

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Let MarinArts be your guide to arts & culture events in Marin County.

Q2 Stats 2026

January – June 2026

Website

106,420 Page Views
92,165 New Visitors
469,296 Sessions

Website Inventory

1,760 Events Entered
472 Organizations
351 Venues
2,060 User Account
298 Artist Profiles

Emails

23 Emails Sent
(Editor Picks & Sponsored Email)
10,667 Contacts
108,682 Total Opens
55.9% Open Rate
5,825Clicks
3.0% Click Rate Average

Social Media

Facebook
11,287 Views/Reach
334 Posts, Stories, Reels
1,320 Followers

Instagram
141,322 Views
19,427 Reach
1,068 Posts, Stories, Reels
4,051Followers

www.marinarts.org

Advertise • Donate • Support

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Stats 2025

January – December 2025

Website

173,562 Page Views
104,655 New Visitors
789,777 Sessions

Website Inventory

2,849 Events Entered
404 Organizations
275 Venues
1,934 User Account
290 Artist Profiles

Emails

41 Emails Sent
(Editor Picks & Sponsored Email)
9,782 Contacts
174,402 Total Opens
64.0% Open Rate
13,033 Clicks
4.7% Click Rate Average

Social Media

Facebook
20,147 Views
8,747 Reach
282 Posts, Stories, Reels
1,294 Followers

Instagram
140,886 Views
35,793 Reach
1,239 Posts, Stories, Reels
3,703 Followers

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2026 ADVERTISING PACKAGES

$1,400 EVENT ($1,550 Value)
- 1 spotlight banner ad
- 1 exclusive dedicated eblast for same event

$1,350 MULTI-EVENT ($1,500 value)
- 3 spotlight banners
- 1 social media post for each event

$2,700 SEASON ($3,050 value)
- 4 spotlight banners
- 1 exclusive dedicated eblast
- 1 social media plug for event

$4,500 PREMIER ($5,000 value)
- 6 spotlight banners
- 2 exclusive dedicated eblast for separate events
- Regular social media plugs during season

$6,300 VIP ($6,900 value)
- 6 spotlight banners
- 4 exclusive dedicated eblast for separate events
- Regular social media plugs during season

Details:

- All annual advertising sponsorships must be paid in advance.
- Spotlight banners run 4 weeks, Monday to Sundays. See Rate Sheet for full banner specifications.
- Scheduling of exclusive dedicated eblasts are limited to one per week and must be cleared with MA.
- Social media posts include Facebook and/or Instagram.