



**BRAVO!**

**BRAVO**

**HA! HA!  
LAUGH  
IT UP!**

**TAKE  
ACTION!**

**VOTE**

THE CHOICE IS YOURS

MUSIC MAKES

A DIFFERENCE

**WILL PO...**

**MOZART FOR  
PRESIDENT**

16 \* 17

**artslandia**

MEDIA KIT

**ELECTION  
16/17  
ADMIT ONE**

**Mars  
FOR MAYOR**

**Portland  
Oregon**

**THE FUTURE IS IN  
THE ARTS!**

# WELCOME TO ARTSLANDIA!

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**ARTSLANDIA MAGAZINE'S MISSION** IS TO CONNECT OUR READERS MORE CLOSELY TO THEIR CITY'S MUSIC, DANCE, AND THEATER, TO ENLIVEN THEIR EXISTING APPRECIATION FOR THE ARTS, AND TO ENRICH THEIR ENGAGEMENT TO THE LEVEL OF LIFE-LONG PATRONAGE. OUR ARTS COVERAGE IS EXTENSIVE, INFORMATIVE, INCLUSIVE, AND FUN.





ARTSLANDIA MAGAZINE

# OUR MAGAZINES

2016 ★ 2017





WHERE PORTLAND GOES FOR ALL THINGS **MUSIC, DANCE AND THEATER.**



### ARTSLANDIA KIDS

A complete arts resource where parents and kids can learn about performances, classes, camps and more.



### ARTSLANDIA AT THE PERFORMANCE

A bimonthly playbill-integrated magazine with original stories exploring music, dance, and theater in Portland.



### ARTSLANDIA ANNUAL

A complete directory of an entire season of music, dance and theater: arts group profiles, performance dates, and more.

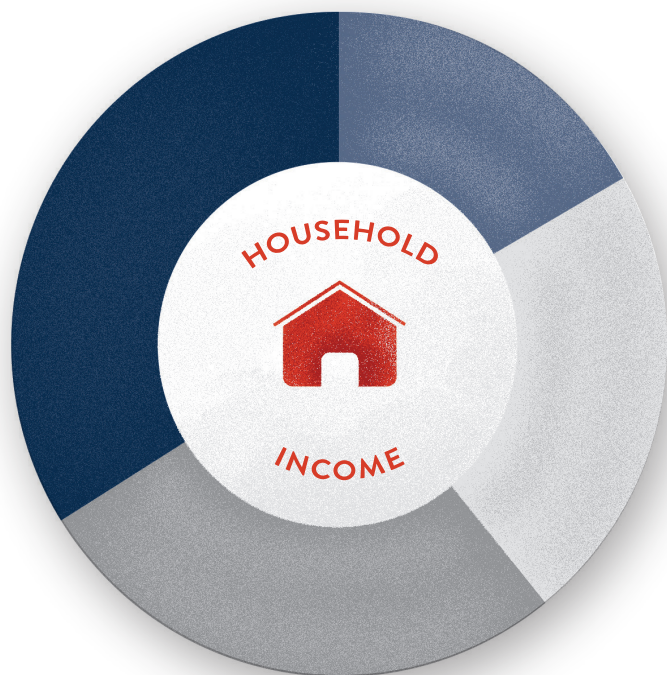


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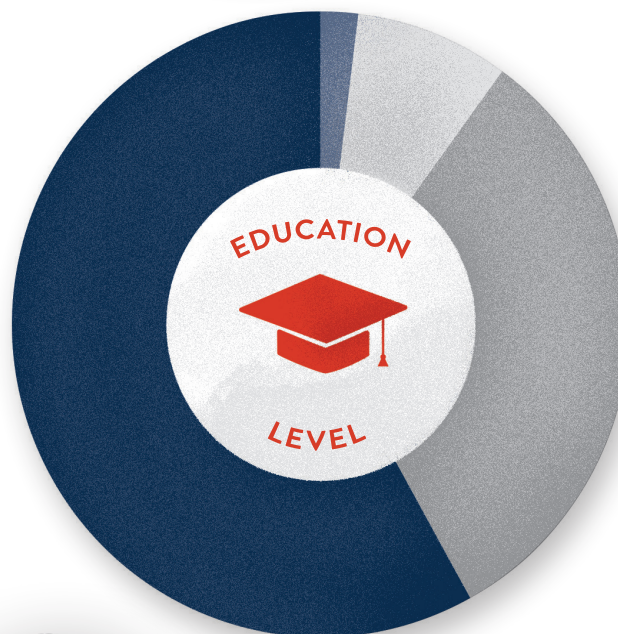
# DEMOGRAPHICS



- 35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+



- 65+
- 55-64
- 35-54
- 35 AND UNDER



- GRADUATE DEGREE
- COLLEGE DEGREE
- SOME COLLEGE
- HIGH SCHOOL

★ INDEPENDENT RESEARCH CONDUCTED BY PERFORMING ARTS PARTNERS



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# CALENDAR AT A GLANCE

2016 ★ 2017



## CALENDAR AT A GLANCE

\* Dates subject to change



ISSUE	ARTWORK DUE	RELEASE
<b>ANNUAL</b>	6/3/2016	August 15, 2016
<b>ARTSLANDIA KIDS</b>	6/3/2016	September 1, 2016
<b>ARTSLANDIA VANCOUVER, B.C.</b>	6/3/2016	August 15, 2016
<b>AT THE PERFORMANCE</b> September/October	8/1/2016	September 1, 2016
<b>AT THE PERFORMANCE</b> November/December	9/30/2016	November 1, 2016
<b>KIDS AT THE PERFORMANCE</b> September/October	9/30/2016	October 21, 2016
<b>KIDS AT THE PERFORMANCE</b> OBT's Nutcracker	11/23/2016	December 9, 2016
<b>AT THE PERFORMANCE</b> January/February	12/1/2016	December 30, 2016
<b>KIDS AT THE PERFORMANCE</b> January/February	12/30/2016	January 13, 2017
<b>KIDS AT THE PERFORMANCE</b> March/April	2/1/2017	February 24, 2017
<b>AT THE PERFORMANCE</b> March/April	2/1/2017	March 1, 2017
<b>KIDS AT THE PERFORMANCE</b> May/June	3/31/2017	May 5, 2017
<b>AT THE PERFORMANCE</b> May/June	3/31/2017	May 1, 2017



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# ADVERTISING RATES & SIZES

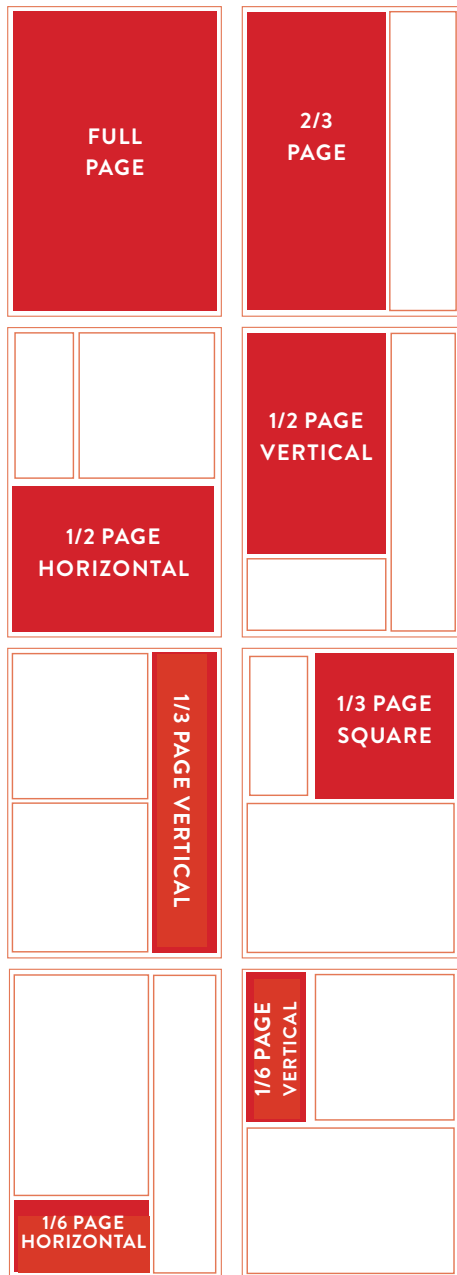
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## ADVERTISING RATES

### ALL ARTSLANDIA PRINT MATERIALS



PRICE PER AD	1-4x	5-9x	10-13x
FULL PAGE	\$3500	\$2940	\$2550
2/3 PAGE	\$2940	\$2470	\$2147
1/2 PAGE	\$2470	\$2075	\$1803
1/3 PAGE	\$1789	\$1503	\$1306
1/6 PAGE	\$1110	\$933	\$810
INSIDE FRONT	\$5000	\$4150	\$3650
INSIDE BACK	\$5000	\$4150	\$3650
BACK	\$6000	\$5040	\$4380

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# ADVERTISING SIZES

## ARTSLANDIA ANNUAL & ARTSLANDIA KIDS ANNUAL

AD SIZE	DIMENSIONS
<b>FULL PAGE</b>	<b>BLEED:</b> 9.0" x 10.875" +0.25" bleed on all sides <b>NON-BLEED:</b> 8.5" x 10.375"
<b>2/3 PAGE</b>	5" x 9.5625"
<b>1/2 PAGE</b>	<b>HORIZONTAL:</b> 7.5625" x 4.7" <b>VERTICAL:</b> 4.975" x 6.9375"
<b>1/3 PAGE</b>	<b>VERTICAL:</b> 2.4" x 9.5625" <b>SQUARE:</b> 4.975" x 4.7"
<b>1/6 PAGE</b>	<b>VERTICAL:</b> 2.4" x 4.7" <b>HORIZONTAL:</b> 4.975" x 2.4375"
<b>INSIDE FRONT</b>	<b>BLEED:</b> 9" x 10.875" +0.25" bleed on all sides
<b>INSIDE BACK</b>	<b>BLEED:</b> 9" x 10.875" +0.25" bleed on all sides
<b>BACK</b>	<b>BLEED:</b> 9" x 10.875" +0.25" bleed on all sides

TRIM SIZE: 9.0W x 10.875

## AT THE PERFORMANCE & BIMONTHLY CITY PLAYBILLS

AD SIZE	DIMENSIONS
<b>FULL PAGE</b>	<b>BLEED:</b> 8.375" x 10.875" +0.25" bleed on all sides <b>NON-BLEED:</b> 7.875" x 10.375"
<b>2/3 PAGE</b>	4.65" x 9.6875"
<b>1/2 PAGE</b>	<b>HORIZONTAL:</b> 7.0625" x 4.75" <b>VERTICAL:</b> 4.65" x 7.1875"
<b>1/3 PAGE</b>	<b>VERTICAL:</b> 2.23" x 9.6875" <b>SQUARE:</b> 4.65" x 4.75"
<b>1/6 PAGE</b>	<b>VERTICAL:</b> 2.23" x 4.75" <b>HORIZONTAL:</b> 4.65" x 2.25"
<b>INSIDE FRONT</b>	<b>BLEED:</b> 8.375" x 10.875" +0.25" bleed on all sides
<b>INSIDE BACK</b>	<b>BLEED:</b> 8.375" x 10.875" +0.25" bleed on all sides
<b>BACK</b>	<b>BLEED:</b> 8.375" x 10.875" +0.25" bleed on all sides

TRIM SIZE: 8.375W x 10.875

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# AT THE PERFORMANCE

2016 ★ 2017



## AT THE PERFORMANCE



	EDITORIAL CONTENT	PLAYBILLS INCLUDED	MATERIALS DUE
<b>SEPT/OCT</b> CIRCULATION 60,000	<b>AUDITIONS. INTRODUCTIONS.</b> First impressions, new beginnings. The pressure to perform and the reward of making a connection.	<i>PCS- Little Shop of Horrors, PCS- Hold These Truths, Bag &amp; Baggage- The Graduate , Bag &amp; Baggage - The Drowning Girls , Oregon Ballet Theatre- Giants and TBA</i>	<b>AUGUST 1</b>
<b>NOV/DEC</b> CIRCULATION 60,000	<b>FINANCES. FUNDRAISING.</b> The necessity of money, the challenges of asking and the joy of giving.	<i>PCS- The Oregon Trail , PCS- Hershey Felder as Irving Berlin, PCS- The Santaland Diaries, Bag &amp; Baggage - Parfumerie , Oregon Ballet Theatre- The Nutcracker and TBA</i>	<b>SEPTEMBER 30</b>
<b>JAN/FEB</b> CIRCULATION 60,000	<b>IDENTITY. DIVERSITY.</b> Figuring out who you are, where you're coming from and who you're talking to.	<i>PCS- Astoria: Part I, PCS- His Eye on the Sparrow, Oregon Ballet Theatre- Swan Lake and TBA</i>	<b>DECEMBER 1</b>
<b>MAR/APR</b> CIRCULATION 60,000	<b>MAKING MAGIC.</b> Theater tricks and strategies for taking audiences to another world.	<i>PCS- Wild and Reckless: A New Musical Event from Blitzen Trapper , PCS- Lauren Weedman Doesn't Live Here Anymore, Bag &amp; Baggage - Bronte, Oregon Ballet Theatre- Terra and TBA</i>	<b>FEBRUARY 1</b>
<b>MAY/JUNE</b> CIRCULATION 60,000	<b>FESTIVALS</b> The many themes, seasons, and types of festivals. Looking forward to summer and back at the year.	<i>PCS- Constellations, PCS- Mary's Wedding, Bag &amp; Baggage - Noises Off and TBA</i>	<b>MARCH 31</b>

### PUBLISHING PARTNERS

**BAG&BAGGAGE  
PORTLAND CENTER STAGE  
PORTLAND PLAYHOUSE**

**OREGON BALLET THEATRE  
WHITE BIRD DANCE  
OREGON CHILDREN'S THEATRE**



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# DIGITAL MEDIA

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# Artslandia.com is a comprehensive performing arts website for the Portland-Metro area



## WEB STATS

**10,000**  
MONTHLY UNIQUE VISITORS

**25,000**  
MONTHLY PAGEVIEWS

**5,000**  
RSS SUBSCRIBERS

## WEBSITE ADVERTISING

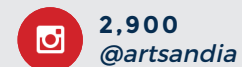
SIZE	RATE
300x250	\$260/week
160x600	\$195/week
120x240	\$130/week

## SOCIAL MEDIA

Be a part of the highly-targeted, social media buzz that we generate. Let us reach your next potential customers through social media. For just **\$25/Tweet** and **\$50/Facebook post**, you'll be able to get social with us in a digital way.

**MINIMUM ANNUAL INVESTMENT OF \$500.**

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# FILE SPECS

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### PREFERRED FILE FORMAT:

High-res PDF. PDF files must contain only 4-color process images (CMYK). Artslandia is not responsible for PDF files prepared incorrectly.

### IMAGE REQUIREMENTS

All images provided for ads should be final, color corrected, high-resolution (300 DPI) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

### PLEASE NOTE:

- ★ Proofs must be sent in at 100% size with cropmarks.
- ★ Additional Production charges for the advertiser may result if the below guidelines are not followed.
- ★ All spread ads should be prepared as two individual bleed pages.
- ★ Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- ★ All spot colors should be converted to CMYK.
- ★ All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- ★ All ads submitted should be suitable to print as is. Artslandia is not responsible for any errors in content, or color shifts on press if no approved color proof has been supplied.
- ★ If files are prepared improperly and mechanical requirements are not met, Artslandia will not guarantee the reproduction of the ad.



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