



# ANTIQUES

And The Arts Weekly

## ONLINE Advertising Rates

### “FEATURED EVENT”

(267w x 156h pixels)  
Promotional Image

No copy or logo will be part of this image. If undesignated, we will select your image from the ad or PR photos provided.

**REQUIREMENTS:** Must have an ad for a dated event in the paper to make your event a “Featured Event” on the *Home Page*.

**RATE:** \$75/week. Limited Availability. Multiple weeks may be purchased.

**Position:** Appearing on nearly every page of our site, including the *Home Page*, “Featured Events” will include an image, event title, and date of the event. Each of the four “Featured Event” ad slots is shared with a maximum of five other events, which rotate every few seconds to get attention.

**Links to:** your event details, including your ad

### BILLBOARD AD

(970w x 250h pixels)

**REGULAR RATE:** \$350/week

**BUNDLE RATE:** \$175/week if you have a ½ page or larger ad in paper.

**SPECIAL BUNDLE RATE** for full page advertisers (BW OR 4C): \$125/week

**Position:** Top of the popular *Calendar* page as well as *About*, *FAQ*, *Subscribe*, *Picker*, *Archive*, and *My A&A*

**Links to:** URL of your choice

Your ad rotates with those of up to three other advertisers

### LEADERBOARD AD

(728w x 90h pixels)

**REGULAR RATE:** \$100/week

**BUNDLE RATE:** \$50/week with a ¼ page or larger print ad the same week.

**Position:** Footer of the *Home Page* and nearly all back pages.

**Links to:** URL of your choice

This ad space is a sponsorship buyout. No other ads rotate with it.

### WEEKEND EVENTS EMAIL BLAST

(600w x 165h pixels)

**RATE:** Top: \$120, Bottom: \$75

One available per week. Mails on Thursday.

**Position:** Ad goes in our editorial email featuring events taking place that weekend.

**Links to:** URL of your choice

### FILMSTRIP AD

(300w x 600h pixels)

**REGULAR RATE:**

\$150/week

**BUNDLE RATE:**

\$75/week

with a ¼ page or larger print ad the same week.

**Position:** Right hand side of the *Home Page*, adjacent to feature articles.

**Links to:** URL of your choice

Your ad rotates with those of up to three other advertisers