



ANTIQUES

And The Arts Weekly

ONLINE Advertising Rates

“FEATURED EVENT”

(267w x 156h pixels)
Promotional Image.
(300 dpi) jpg, png, gif (no pdf)

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 1/2 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 up to three other advertisers

LEADERBOARD AD

(728w x 90h pixels)

REGULAR RATE: \$100/week

BUNDLE RATE: \$50/week with a 1/4 page or larger print ad the same week.

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

Links to: URL of your choice

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

FILMSTRIP AD

(300w x 600h pixels)

REGULAR RATE:

\$150/week

BUNDLE RATE:

\$75/week

with a 1/4 page or larger print ad the same week.

Position: Right hand side of the *Home Page*, adjacent to feature articles and appears on nearly all other pages.

Links to: URL of your choice

Your ad rotates with up to three other advertisers

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