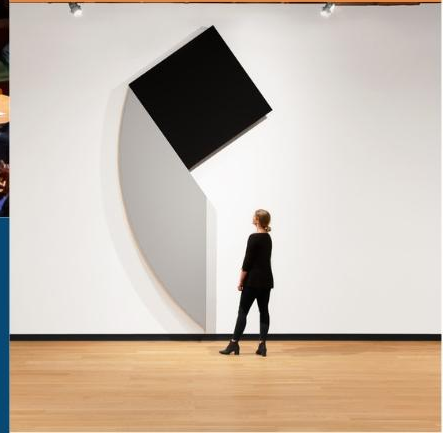




Media Kit

2025 Advertising Rates & Opportunities





**ALL CULTURE
ALL ORANGE COUNTY
ALL THE TIME**

cultureoc.org



We're devoted to covering Orange County's cultural life. A North American premiere by American Ballet Theatre. A CBD-infused lunch menu at a South Coast Plaza restaurant. The nation's largest Vietnamese Lunar New Year Festival.

Each story is part of our county's multi-textured tapestry.

We're fascinated by it all.

And we cover it all.



OUR WHY

Cultural journalism has experienced a dramatic decline in Orange County over the past decade. The sixth-most populous county in the nation suffers from almost no coverage of its cultural life in its principal news outlets.

By 2018, the two large-circulation newspapers that cover Orange County (*LA Times*, *OC Register*) had laid off their entire full-time arts/culture staff. A third major paper that covered the arts closed entirely in 2019 (*OC Weekly*).

In September 2018, we started the Arts & Culture section with *Voice of OC* to counteract these trends.

Culture OC is the continuation and evolution of that work.

OUR ACCOMPLISHMENTS *(SO FAR!)*



47%
OPEN RATE

Average open rate for the email newsletter we send out 3x times per week.



300+
STORIES PUBLISHED

In our first 14 months covering theater, music, dance, visual arts, food and community culture in Orange County.



50+
AWARDS

Our team of writers have earned major honors including six National Arts Journalism Awards

OUR TEAM



Paul Hodgins
Publisher

Hodgins co-founded the Arts & Culture section at *Voice of OC*. He covered theater, dance and classical music at *The Orange County Register* for 25 years.



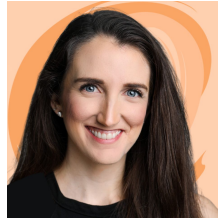
Heide Janssen
Managing Editor

Janssen co-founded the Arts & Culture section at *Voice of OC*. She was the founding editor of the Varsity Arts section at *The Orange County Register*.



Richard Chang
Senior Editor

Chang was senior editor for Arts & Culture at *Voice of OC* and the *L.A. Weekly* and a longtime visual arts reporter for *The Orange County Register*.



Kaitlin Wright
Associate Managing Editor

Wright was a contributing writer for *Voice of OC* and a staff writer for *The Orange County Register*. She also has a background in digital marketing.



OUR AUDIENCE

OC POPULATION

Orange County population: 3.187 million (2020). 6th largest county in the U.S. by population. ¹ 10% expected increase in population by 2040. ²

HOUSEHOLD INCOME

Median household income: \$100,559 (2021). Making it the 7th richest county in California. ³

EDUCATION LEVEL

Adult population with Bachelor's degree or higher (2021): 43.1% (CA. average: 36.2%). ³

INDUSTRY AVAILABILITY

Creative economy employees in O.C.: 44,304 (2019). ⁴

1: US Census Bureau. Decennial Census 2: ocgov.com's 2018 Orange County Community Indicators Report

3: US Census Bureau. American Community Survey 4: www.AmericansForTheArts.org/CreativeIndustries



 CULTURE OC
2025

RATES & OFFERS

2025 RATE CARD

UNIT	SPECS	INVESTMENT
<p>Leaderboard</p> <p><i>*Displays at the top of homepage and on all story pages</i></p>	<p><i>Dimensions: 728 x 90 (desktop) 320 x 50 (mobile)</i></p> <p><i>File size: 200KB max (desktop) 100 KB max (mobile)</i></p> <p><i>File type: jpg, png</i></p>	<p>\$150 per day, \$800 per week * <i>(max. of 2 in rotation)</i></p>
<p>Medium Rectangle</p> <p><i>*Displays in the side rail of homepage and on all story pages</i></p>	<p><i>Dimensions: 300 x 250</i></p> <p><i>File size: 200KB max</i></p> <p><i>File type: jpg, png</i></p>	<p>\$50 per day, \$300 per week *</p>
<p>Upcoming Events Carousel</p> <p><i>Displays on the homepage and at the end of all story pages</i></p>	<p><i>Dimensions: 300 x 250</i></p> <p><i>File size: 200KB max</i></p> <p><i>File type: jpg, png</i></p>	<p>\$150 per week per event * <i>(max. 6 entries per week)</i></p>
<p>Email Newsletter Banner</p>	<p><i>Dimensions: 600 x 125</i></p> <p><i>File size: 100KB</i></p> <p><i>File type: jpg, png</i></p>	<p>\$1000 per week * <i>Average 3 newsletter sends per week.</i></p>

**Discounts available for multi-week runs of any consecutive ad placement.*

PRESALE PERIODS



Dec. 16 – Jan. 10



May 15 – 31

Save 25% when you reserve an ad placement in advance during our special presale periods.

Placements can be reserved for any time in the 2025 calendar year. Final art is not due at the time of reservation. Pre-reserved placements can be canceled with no penalty up to 10 days before the scheduled run.

[RESERVE AN AD](#)

EDITORIAL CALENDAR



WINTER/SPRING PREVIEW **Early January**

Top picks and stories about the winter/spring arts season.

Ad deadline: Dec. 30



SUMMER PREVIEW **Late May**

Special events and mini-seasons during summer.

Ad deadline: May 22



FALL PREVIEW **Early September**

Top picks and stories about the fall arts season.

Ad deadline: Aug. 31

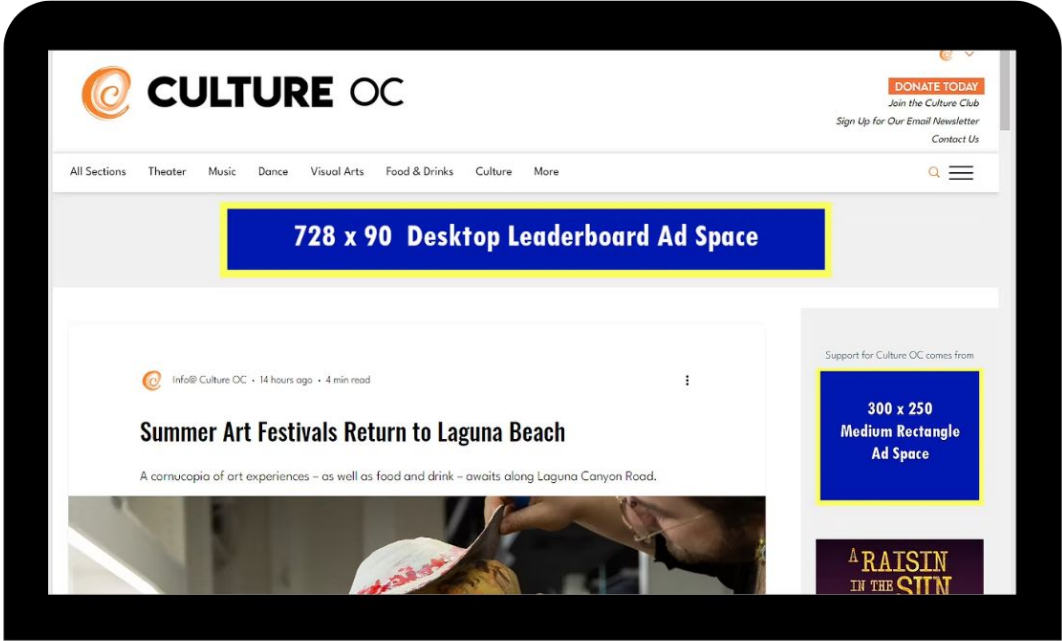


HOLIDAY PREVIEW **Mid-November**

Focus on holiday cultural events.

Ad deadline: Oct. 31

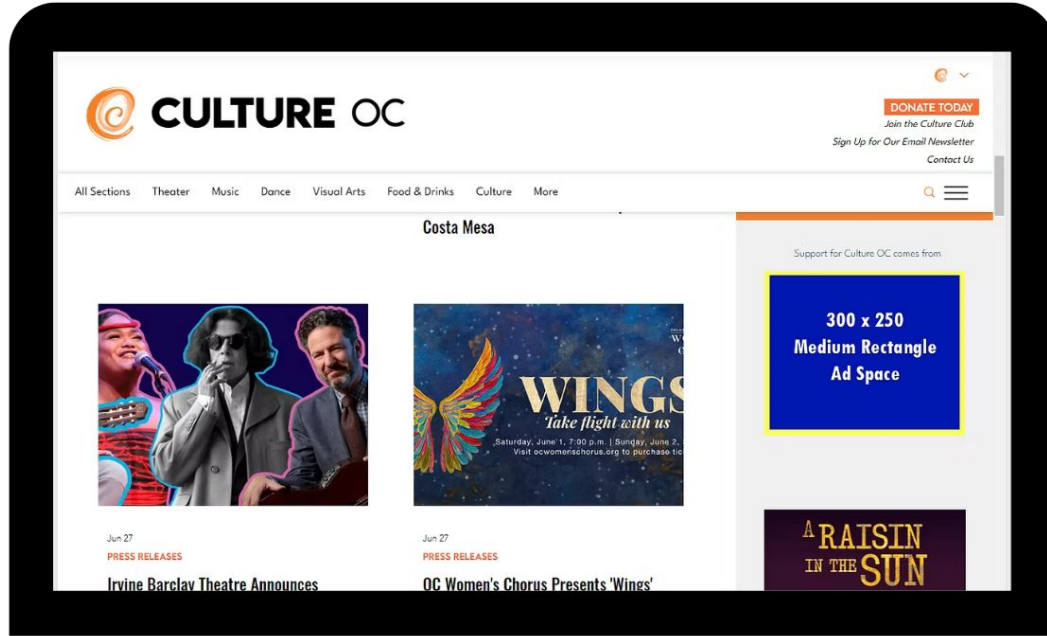
LEADERBOARD AD



\$150 per day
\$800 per week

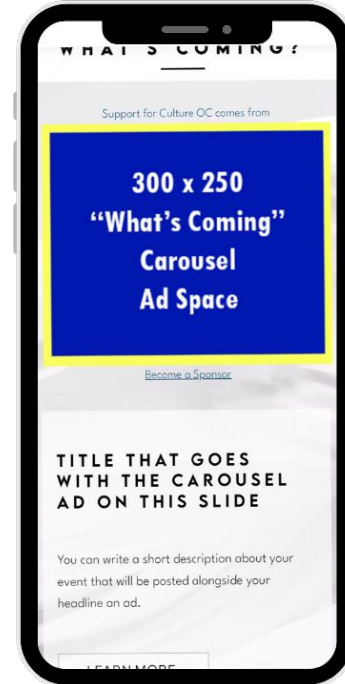
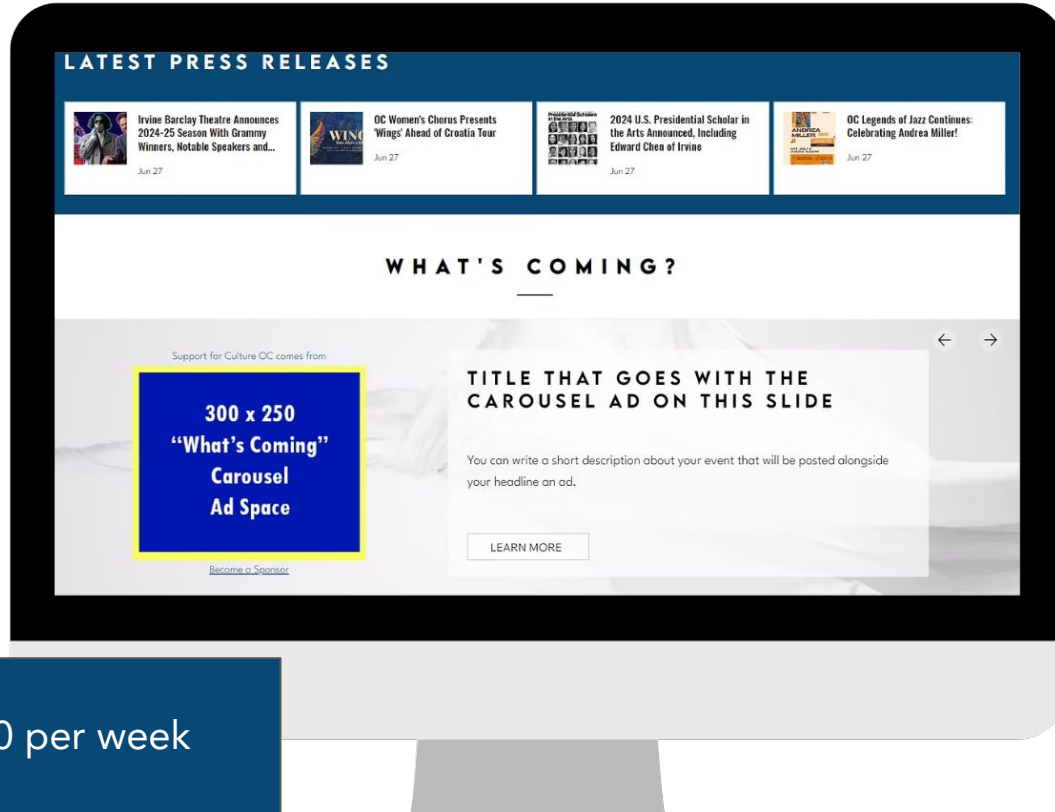
MEDIUM RECTANGLE AD

New placement!
Appears higher on the page.



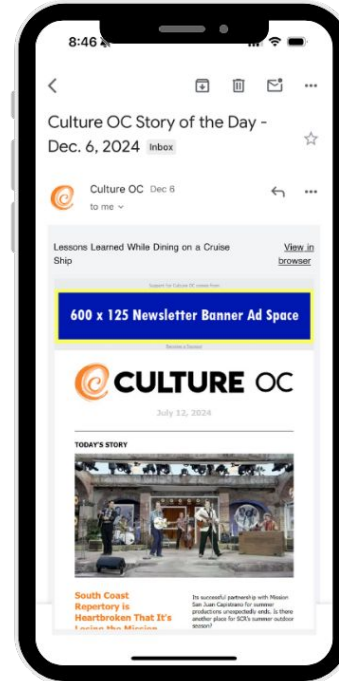
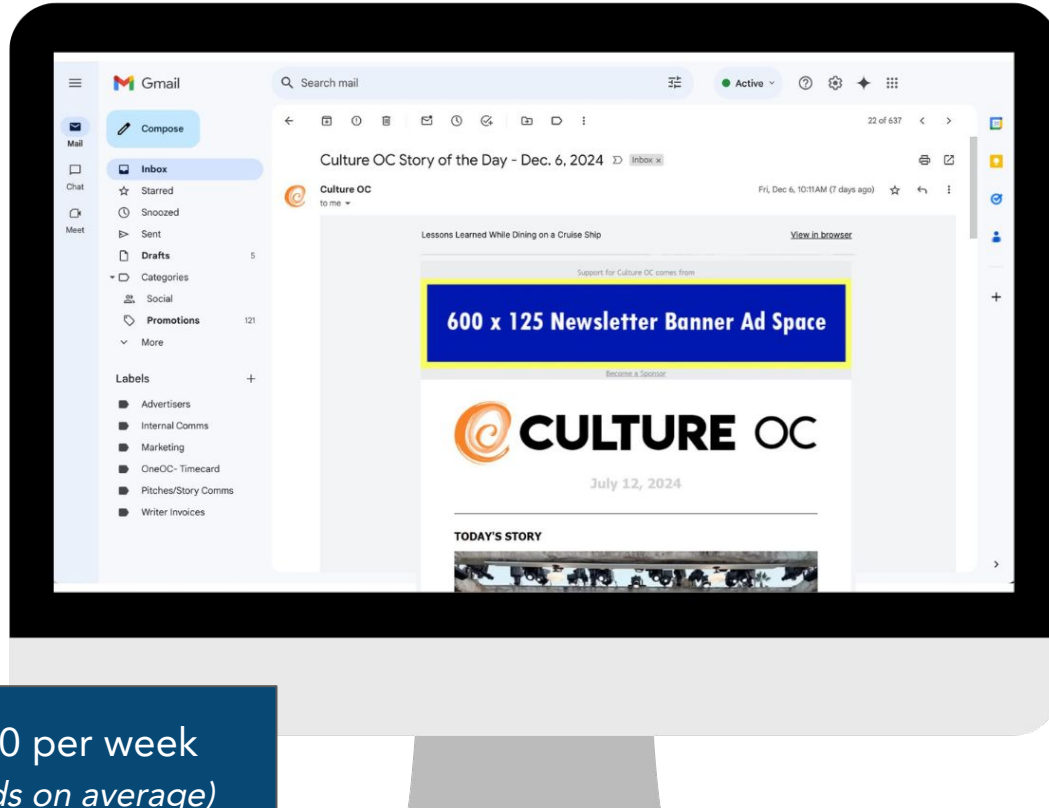
\$50 per day
\$300 per week

UPCOMING EVENTS CAROUSEL AD



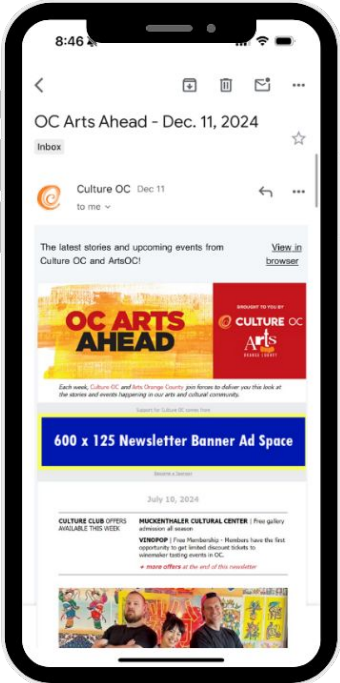
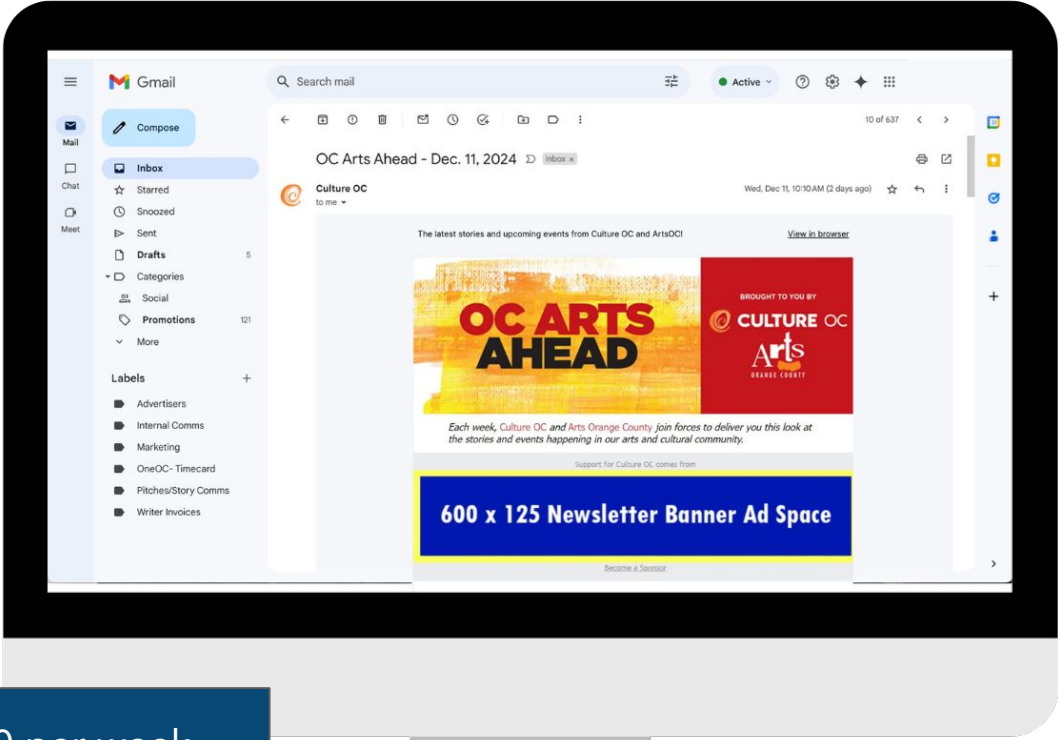
\$150 per week

EMAIL NEWSLETTER BANNER – Monday & Friday



\$1000 per week
(3 sends on average)

EMAIL NEWSLETTER BANNER— Wednesday (in partnership with ArtsOC)



\$1000 per week
(3 sends on average)



SPONSOR AN AD TODAY

Click the link below to fill out our reservation form and complete your purchase.

[SUBMIT AD CONTENT](#)



 CULTURE OC
2025

**SPECIAL
OFFERS**



Special Offers are listed on the members-only section of our website for registered subscribers of Culture OC. Listing a special offer is FREE for you and is a great way to create awareness for your organization.

Call it a win-win situation.

You could offer...

- DISCOUNTS
- PRIORITY REGISTRATION
- SPECIAL EVENTS
- EXCLUSIVE ADD-ONS

EXAMPLE OFFERS

Mexican Regional Cuisine
PALENQUE KITCHEN

Dessert for 2



[Click here to reserve](#)

Lunch and Dinner

Anytime

*THIS IS NOT A REAL LISTING.
This is simply an example of what
can be place under our Special
Offers*

Holiday Festival
UVSA

\$10 Food Truck Voucher



[Click here to reserve](#)

Tet Festival

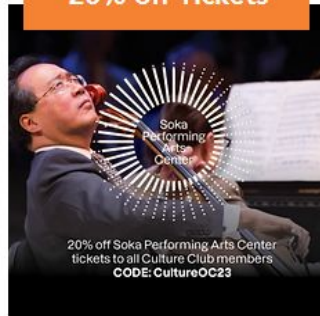
Feb. 9 - 11, 2024

*THIS IS NOT A REAL LISTING.
This is simply an example of what
can be place under our Special
Offers*

Performing Arts

SOKA PERFORMING ARTS CENTER

20% off Tickets



[Click here for info](#)

Soka PAC

2023 - 2024 Season

20% off for most performances at
Soka Performing Arts Center.

To redeem, sales must be
completed at the box office or
over the phone by calling
949-480-4278.

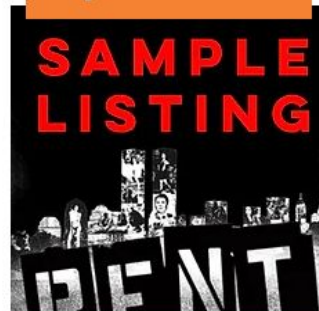
Use the promo code:
CultureOC23

***Rentals and Co-Productions not
included*

Musical Theater

CHANCE THEATER

Buy One, Get One



[Click here to reserve](#)

"Rent"

July 21 - Aug 27, 2023

*THIS IS NOT A REAL LISTING.
This is simply an example of what
can be place under our Special
Offers*



LIST A SPECIAL OFFER FOR THE CULTURE CLUB

Listing an offer for our subscribers is FREE.
Click the link below to fill out our form.

[SUBMIT AN OFFER](#)

The title 'CUSTOM CONTENT' in large, white, sans-serif capital letters, positioned on a dark blue background.

CUSTOM
CONTENT



CONTENT ENRICHMENT

Leverage our writers' expertise to generate content for use on your organization's website, blog, newsletter or other written material. The content is published and owned by you. We accept one-time or recurring projects to fit your needs. Contact Paul Hodgins to discuss pricing and the scope of your project.

PAID CONTENT

Our team can write and publish stories about your group or project on cultureoc.org. Paid content will occupy its own section on our website, but it can be linked to and shared by you any way you see fit. Contact Paul Hodgins for pricing.

CONTACT: Paul Hodgins | phodgins@cultureoc.org.

Thanks!

FOR MORE INFORMATION PLEASE CONTACT:

Paul Hodgins

Publisher

phodgins@cultureoc.org

Cover | From left, TOP ROW: Chef Carlos Gaytán. Photo courtesy of Patina Restaurant Group; The Orange County Women's Chorus. Photo courtesy of Nathan Staph. MIDDLE ROW: Lila Downs. Photo courtesy of Segerstrom Center for the Arts. Enrico Lopez-Yañez. Photo courtesy of Pacific Symphony/Doug Gifford. BOTTOM ROW: Laguna Dance Festival performers. Photo courtesy of Laguna Dance Festival. Zachary Trent, left, as Sir Andrew Aguecheeck and Greg Ungar as Sir Toby Belch in New Swan's staging of "Twelfth Night." Photos courtesy of New Swan Shakespeare, Paul Kennedy

Page 3 | Festival Ballet Theatre dancers performing in "The Nutcracker" in 2023. Photo courtesy of Festival Ballet Theatre

Page 4 | Visitors in the gallery at the Orange County Museum of Art.

Page 7 | Dancers from Volta Collective perform with sculptures by Christian Sampson at the Laguna Art Museum. Photos courtesy of Monica Nouwens

Page 17 | Diana Farrell of Lyric Opera Orange County as Rosalinda in "Die Feldermaus" with the Pacific Lyric Association in 2021. Photo courtesy of LOOC/Stan Fry

Page 18 | Alexander Shelley conducts the Pacific Symphony, Photo courtesy of Pacific Symphony/Doug Gifford

Page 19 | Tess Auberjonois as Joan Rivers in South Coast Repertory's "Joan." Photo courtesy of South Coast Repertory/Scott Smeltzer

Page 21 | "Interplay" by Pamela Ambrosio. Photo by Ashley Ryan, Culture OC

Page 22 | The mural on the facade of the Hilbert Museum. Photo by Paul Rodriguez, Culture OC

Page 23 | Artwork from "The Power of Reconciliation" by Lourdes Villagómez. an exhibit in the Casa Romantica gallery. Photo courtesy of Casa Romantica Cultural Center & Gardens

