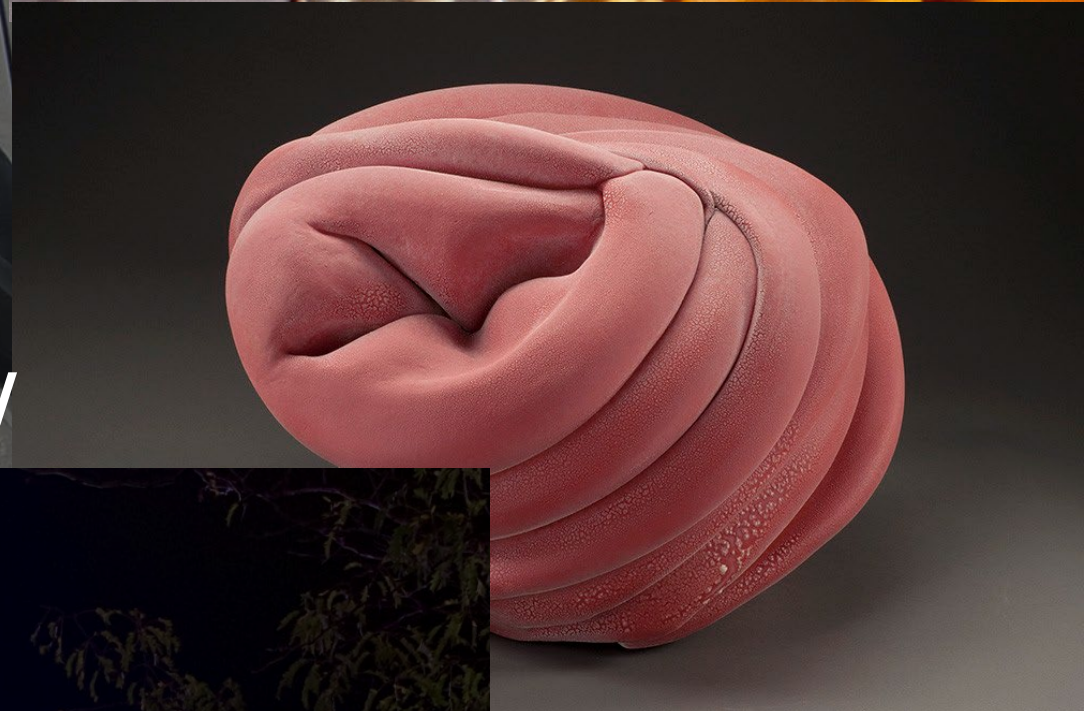


UNDER MAIN MAGAZINE



A digital magazine
for coverage & conversation
about arts & culture in Kentucky
and the surrounding region



MEDIA KIT

¶ UnderMain is a digital magazine illuminating the vibrant arts & culture of Kentucky and its surrounding region. ¶ Our in-depth features highlight the creative work from the region's artists in the visual, performing, and literary arts- in all their varied forms—including work produced in communities underrepresented in arts & culture coverage.

¶ The content UnderMain publishes is multimedia- rich, enabled by its digital format. ¶ We also present live events under our Critical Mass brand, keep readers informed with a newsletter, and produce UnderMain Radio content on WEKU-FM's Eastern Standard. ¶ All of our content is free, with no paywalls, giving your ad many opportunities for maximum exposure to UnderMain's audience.

¶ UnderMain provides a platform for fine writing by reviewers, commentators, essayists, and interviewers. **We invite you to put your brand in front of this audience of thinkers, decision-makers and arts patrons, willing to spend with fellow arts supporters.**

We offer 4 ad placement options:

1 HOMEPAGE BANNERS

3 spots available: top, middle, bottom

all spots are valuable real estate, as dates are not a point of emphasis in our content.

Ads purchasable for 6 months at \$1000, or 1 year at \$1500.

2 SIDEBAR STAMPS

A valuable placement that appears on the sidebar of home & category pages.

Ads purchasable for 6 months at \$350, or 1 year at \$600.

3 CATEGORY PAGES

This is two wide banners on a category page, which become box ads in a mobile format.

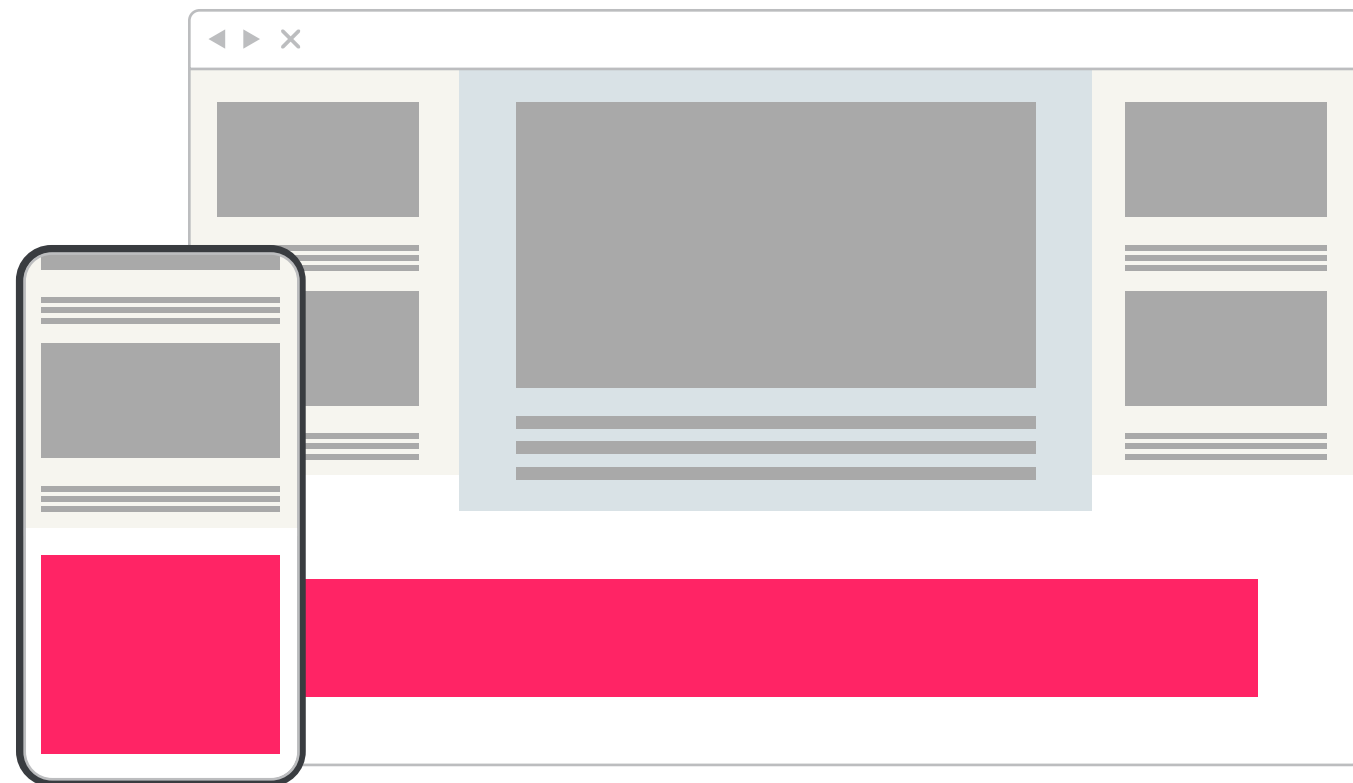
Ads purchasable for 6 months at \$750, or 1 year at \$1200.

4 STORY PAGES

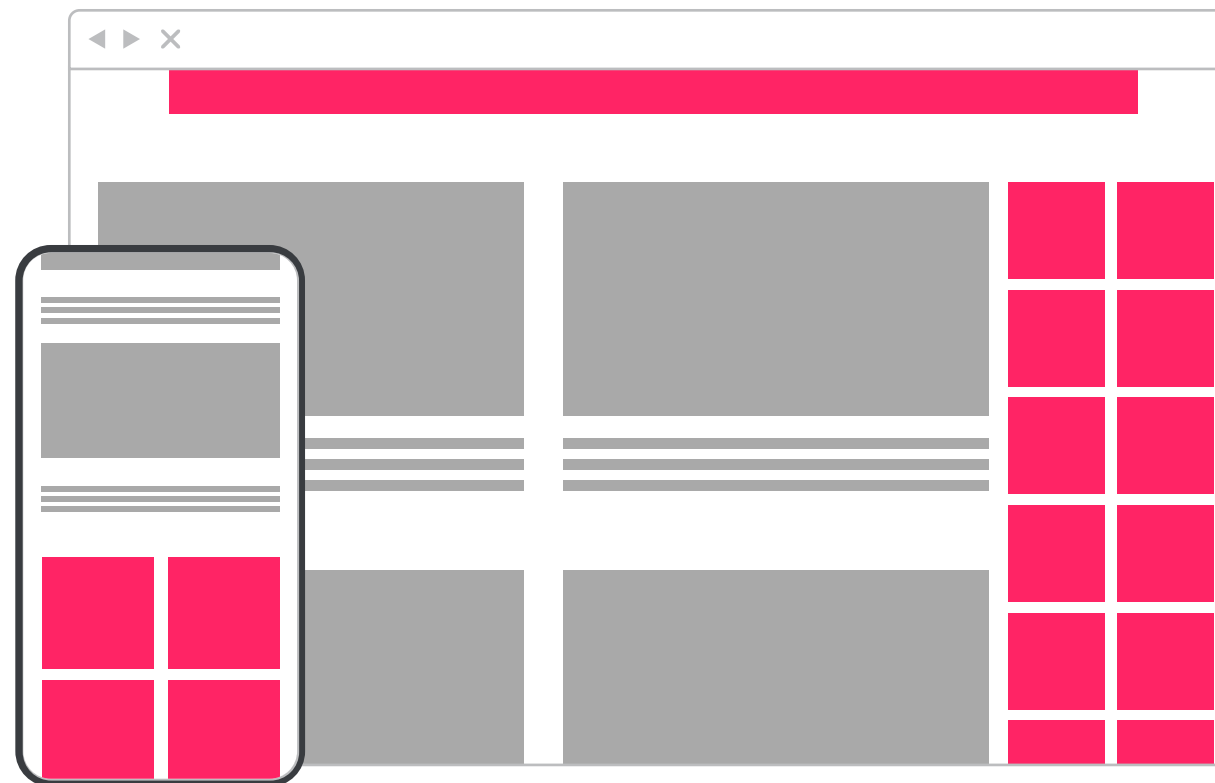
A wide skyscraper beside content on each story page, which becomes a box ad in a mobile format.

Ads purchasable for 6 months at \$750, or 1 year at \$1200.

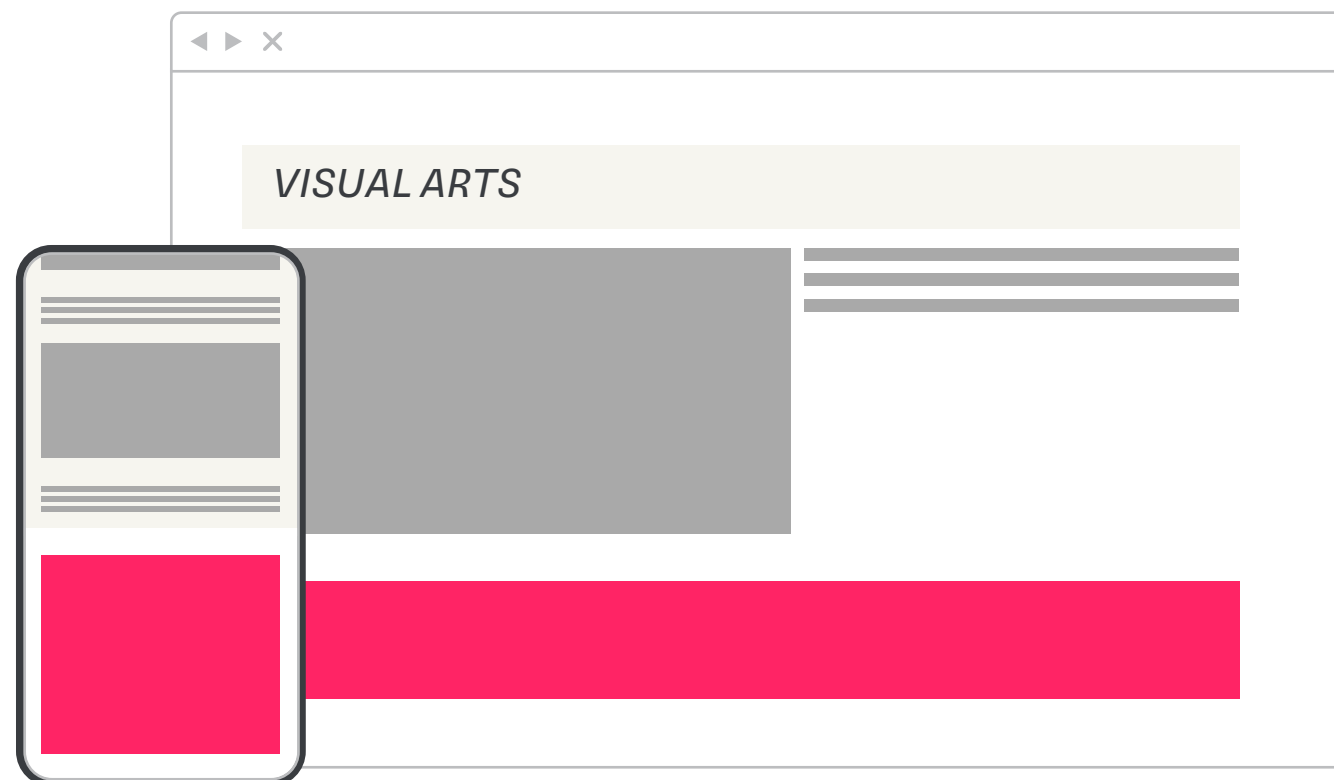
1 Homepage Banners



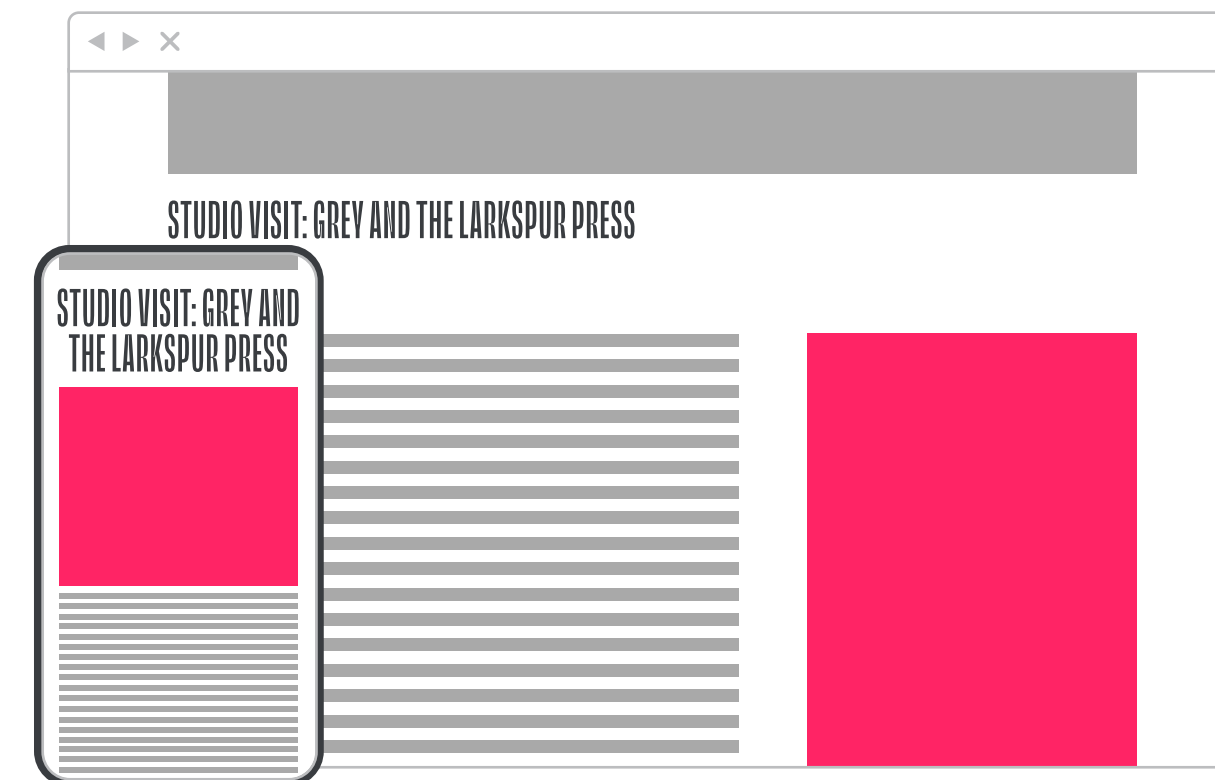
2 Sidebar Stamp



3 Category Page



4 Story Page



¶ All ads click through to the URL of your choice. ¶ With all placements, you have the option of using the same ad for the duration of your placement, or changing the ad every 6 weeks. This is a great way to highlight your calendar of events. ¶ Banner or Skyscraper placements switch to Box size on mobile phones. ¶ Sidebar stamps are simple images or logos only. ¶ We offer creative services if you need them: \$175 for a banner suite of a wide banner, skyscraper, and box size. ¶ We'll furnish you with the Adobe Illustrator or Photoshop files of your ads so you can utilize them on other sites, or change on your own for future usage.



¶ Contact us: advertising@undermain.art