

Spring Guide to the Lively Arts 2022

Readers will engage with advertisers and community cultural organizations providing valuable information about the arts scene in Philadelphia and beyond.

Sunday, March 6 in The Philadelphia Inquirer

Live, Life, Love Section

Space Reservation: Tuesday, March 1 at 3PM

Materials Due: Thursday, March 3 at noon

- 83% of readers of 2021 Fall Arts Preview found information very important*
- Two-thirds of readers were more likely to visit or buy tickets after reading*

Advertisers will be offered an opportunity to provide newsworthy information with some packages:

- **Full-page = ½ page of content, half-page = ¼ page of content**

Advertising Opportunities

Ad Sizes	Digital Banner Impressions	Packages	
		B&W	Color
Full-Page 10" X21"	300,000	\$9,575	\$11,111
Half-Page 10" X10.5" or 4.944" X 21"	200,000	\$5,367	\$6,603
Quarter-Page 4.944" X 10.5"	100,000	\$2,719	\$3,352
Eighth-Page 4.944" X 5.25"	50,000	\$1,471	\$1,795

Digital impressions are delivered through multiple sizes: 300X250, 300X600, 970X90, 728X90, 320X50 and in RGB format. Print format is CMYK in PDFx1a format. Creative assistance is available.

*Source: RAM Philadelphia Inquirer Study September 2021



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The Inquirer - ARTS - philly.com

ARTS PREVIEW

MUSIC
TELEVISION
BOOKS MOVIES
ART MUSEUMS
THEATER
DANCE COMEDY
EVENTS
GALLERIES
FAMILY FUN

Our critics pick the season's new and noteworthy.



'Lazarus' by Rennie Harris

Penn Museum

Ariana Grande

'Rent'

Find hundreds of our critics' picks online at www.philly.com/artsguide