

RATE CARD

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GUIDE

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SAVERS

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xfinity

	Pricing Per week (member/non-member)	On-Scroll	Homepage	On-Load	Guaranteed Impressions per week
Premium	\$200/\$260	X	X	X	40,000
Select	\$110/\$140	X	X		25,000

What is "On-Scroll"?

- On-Scroll Ads are visible on search results and category pages as visitors scroll down using the websites infinite scroll feature.

What is "On-Load"?

- On-Load Ads are the first three ads to load on category and search pages.

The image displays a grid of 10 example advertisements. Each ad is a square with a pink border and contains an image, text, and a price. The ads are for various events and organizations, including 'Spelling Bee', 'Cinema Classics Seminar: The Exorcist', 'Painted Bride Art Center', 'Roméo & Juliet', 'Mary Stuart', 'Camille Brown Dancers', and 'The Philadelphia Orchestra'. The prices range from \$50 to \$200.

— Example of 265px X 380px ad

Why Advertise with Phillyfunguide & Funsavers?

- Increased click thru rates and impressions
- Create one ad that can be featured on the website, mobile site, and Funsavers email
- Best rates in the region! Net CPM averaging \$5!

Who Visits Phillyfunguide.com?

- 63% are female
- 32% are age 25-44
- 48% have household incomes of \$75,000+
- 28% come from Philadelphia
- 74% come from Pennsylvania
- 69% have earned a college degree

Ad Specs

Size: 265px by 380px

Bleed Area: 40px from the top edge and 20px from the left, right and bottom edges.

Contact:

215-399-3531 | advertising@philaculture.org

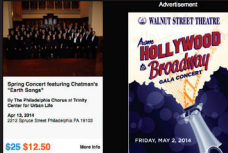
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Get the word out about your next event in **Funsavers!**



Advertisement

Spring Concert featuring Chairman's "Earth Songs"
by The Philadelphia Chorus at Trinity Center for Urban Life
Apr 13, 2014
2212 Spruce Street Philadelphia PA 19102

FRIDAY, MAY 2, 2014

\$25 \$12.50 [More info](#)

Funsavers Ad

- \$300 per ad, per email (Cultural Alliance Member)
- \$400 per ad, per email (Non-Members)

Funsavers are sent via email to 100,000+ subscribers every Thursday and has an average open rate of 30%.

Ads purchased on Funsavers are also featured on the Homepage and Funsavers page on Phillyfunguide.com. More opportunities for visitors to view and purchase your offers!

Ad sizes are consistent across the website, mobile, and the Funsavers email, so create one ad and advertise throughout all our programs!

Funsavers Demographics

- Funsavers subscribers are highly active and affluent arts participants.
- 52% have household income over \$75,000
- 78% are Female
- 74% are married or partnered
- 17% have children
- 54% are between the ages of 45-64
- 80% have received a College or Graduate Degree

Submit a Funsavers Offer

- Cultural Alliance Members can submit a offers for FREE.
- Non-Members pay a submission fee of \$75.

Offer Spec

- Must be 50% off the advertised offer
- Must be in date range of Funsavers email (Fri-Thurs.)
- Must be submitted via online form the Monday before the Funsavers email is sent on Thursday
- You choose how many tickets to offer at 50% off



The 25th Annual Putnam County Spelling Bee

Delaware County Community College
April 11 - 12, 2014
901 S. Media Line Road Media PA 19063

\$6 \$3 [More info](#)