



FY2024 Co-Op Advertising Opportunities

Cultural Council for Palm Beach County + Push

Prepared exclusively for cultural organizations



Cultural
Council
FOR PALM BEACH COUNTY
Arts. Sciences. History. Community.

Print Advertising Packages

Metropolitan Magazine

October / November / December / August



Metropolitan Magazine redefines luxury publications by delivering the latest and most distinctive stories into the hands of discerning readers. Their pages detail what’s happening in high-end fashion, interior design, real estate, travel and more within the New York and Palm Beach areas.

What is the total reach of these packages?

Printed 11 times per year and has an average readership of 150,000 per issue while also reaching a global audience in the millions.

What is included in this package?

Each partner will receive a specific highlight in a full page ad alongside 2 other participating partners.

How many packages are available?

12 packages available (3 partners per issue)

What packages are available?

<i>Fall Fashion (Oct)</i>	<i>Home Design / Real Estate (Nov)</i>	<i>Gift Giving / Jewelry (Dec)</i>	<i>Arts & Education (Aug)</i>
- Audience: Palm Beach / NY	- Audience: Palm Beach / NY	- Audience: Palm Beach / NY	- Audience: Palm Beach / NY
- Registration/Creative Due: 8/14/23	- Registration/Creative Due: 9/11/23	- Registration/Creative Due: 11/8/23	- Registration/Creative Due: 6/1/24

What does my organization need to provide?

- Ad creatives to be designed by Push and require approval
- Images + Organization Logo
 - Images should be vibrant, exciting and relevant to the content
 - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events you would like highlighted

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.



Full Cost: \$7,500/Full page insertion
CCPBC Co-Op Package Cost: \$1,125/insertion per partner
85% Savings!

Modern Luxury Magazine

Oct / Nov / Dec / Mar / Apr

MODERN
LUXURY

Modern Luxury is one of the leading luxury lifestyle magazines in the country, delivering cutting-edge fashion spreads, international travel features, revealing celebrity profiles, and the latest local know-how, ensuring the content consistently engages each respective city's most cultured audience.

What type of audience does this package reach?

50,000 readers per issue

What is included in this package?

Each partner will receive a specific highlight in a full page ad alongside 2 other participating partners.

How many packages are available?

15 packages available (3 partners per issue)

What packages are available and when do I need to provide creative by?

Best of City & Style (Oct)

- Audience: Hamptons
- Registration/Creative Due: 8/11/23

The Giving Issue (Nov)

- Audience: Manhattan
- Registration/Creative Due: 9/8/23

The Arts Issue (Dec)

- Audience: Palm Beach / Miami
- Registration/Creative Due: 10/6/23

Home Issue (Mar)

- Audience: Palm Beach
- Registration/Creative Due: 1/3/24

Wellness Issue (Apr)

- Audience: Palm Beach
- Registration/Creative Due: 2/26/24

What does my organization need to provide?

- Ad creatives to be designed by Push and require approval
- Images + Organization Logo
 - Images should be vibrant, exciting and relevant to the content
 - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events you would like highlighted

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.



Non-Partner Cost: \$4,000/insertion
CCPBC Co-Op Package Cost: \$1,000/insertion per partner
75% Savings!

Palm Beach Media Group

art&culture Magazine Co-op Match Program

Special co-op match program for the Fall 2023, and Winter and Spring 2024 issues! Cultural partners who purchase one full-page ad in *art&culture* magazine will receive a second full page ad for FREE in one of the following PBMG publications: Palm Beach Illustrated, Naples Illustrated, Vero Beach Illustrated, Stuart Magazine or Jupiter Magazine.

How much does one package cost?

art&culture Magazine:

- Full-page ad: **\$2,250**

**Ad creatives to be designed by Push and require approval*

How many packages are available?

12 packages available:

- Fall Issue (October): 4 packages available
- Winter Issue (January): 4 packages available
- Spring/Summer Issue (April): 4 packages available

How do I register?

Please contact dturner@palmbeachmedia.com to reserve your space.

***Billing Note:** Partners will be invoiced via Local Media Vendor and payment will be due according to individual vendor terms.



Full Cost: \$4,500 for 2 full page insertions
CCPBC Co-Op Package Cost: \$2,250 for 2 full page insertions

Jupiter Magazine

December / January

JUPITER

MAGAZINE

Jupiter Magazine brings readers the very best of what the northern Palm Beaches has to offer, from dining to shopping to chronicling community leaders. Promote your attraction, performances, exhibits & venue this season in the Cultural Council's Arts & Entertainment Guide featured in the December & January print and digital issues of *Jupiter Magazine*.

What type of audience does this package reach?

- 25,000 Monthly Circulation
- 214,677 Monthly Readership
- 87,647 Digital Page Views
- 10,900 Affluent Mailing

What is included in this package?

Each partner will receive their own dedicated ad space based on the ad size purchased.

What packages are available?

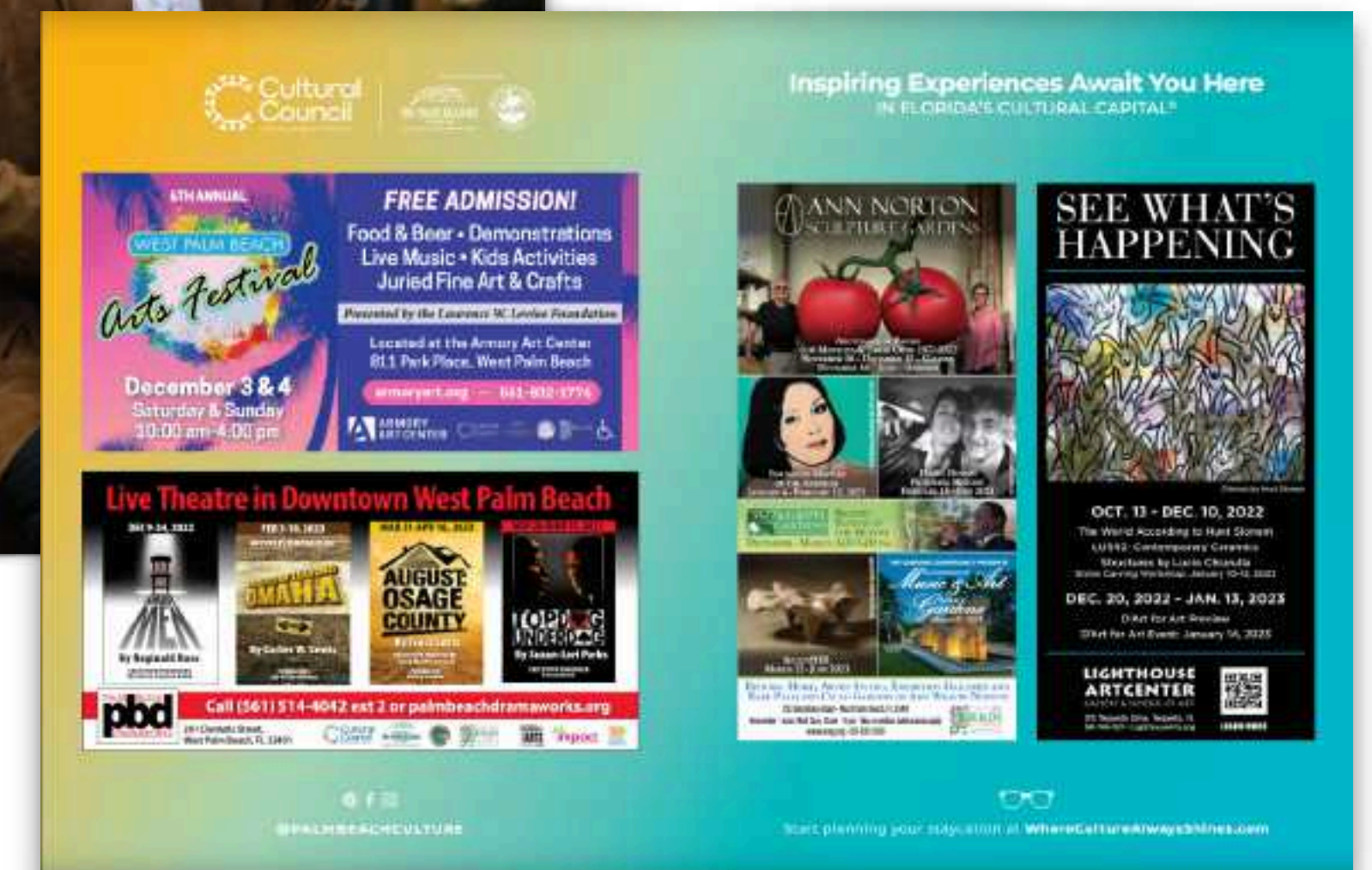
Arts & Entertainment Guide (Dec/Jan)

- Full-page full color ad: \$2,000 per month
- Half-page full color ad: \$1,100 per month
- Sixth-page full color ad: \$480 per month

How do I register?

Please contact tlorigan@palmbeachmedia.com to reserve your space.

***Billing Note:** Partners will be invoiced via Local Media Vendor and payment will be due according to individual vendor terms.



Full Cost: \$1,005 - 2,809/mo.
CCPBC Co-Op Package Cost: \$480 - 2,000/mo.

Fine Arts Connoisseur

Jan-Feb

FINE ART CONNOISSEUR

Fine Art Connoisseur creates and curates original content for their audience to become better artists, collectors, and connoisseurs. With content crafted by experts who know the market, appreciate the history, and who deliver a quality of editorial that is unmatched in the art publishing industry.

What type of audience does this package reach?

42,000 readers per issue

What is included in this package?

Each partner will receive a specific highlight in a full page ad alongside 2 other participating partners.

How many packages are available?

3 packages available (3 partners per issue)

What packages are available?

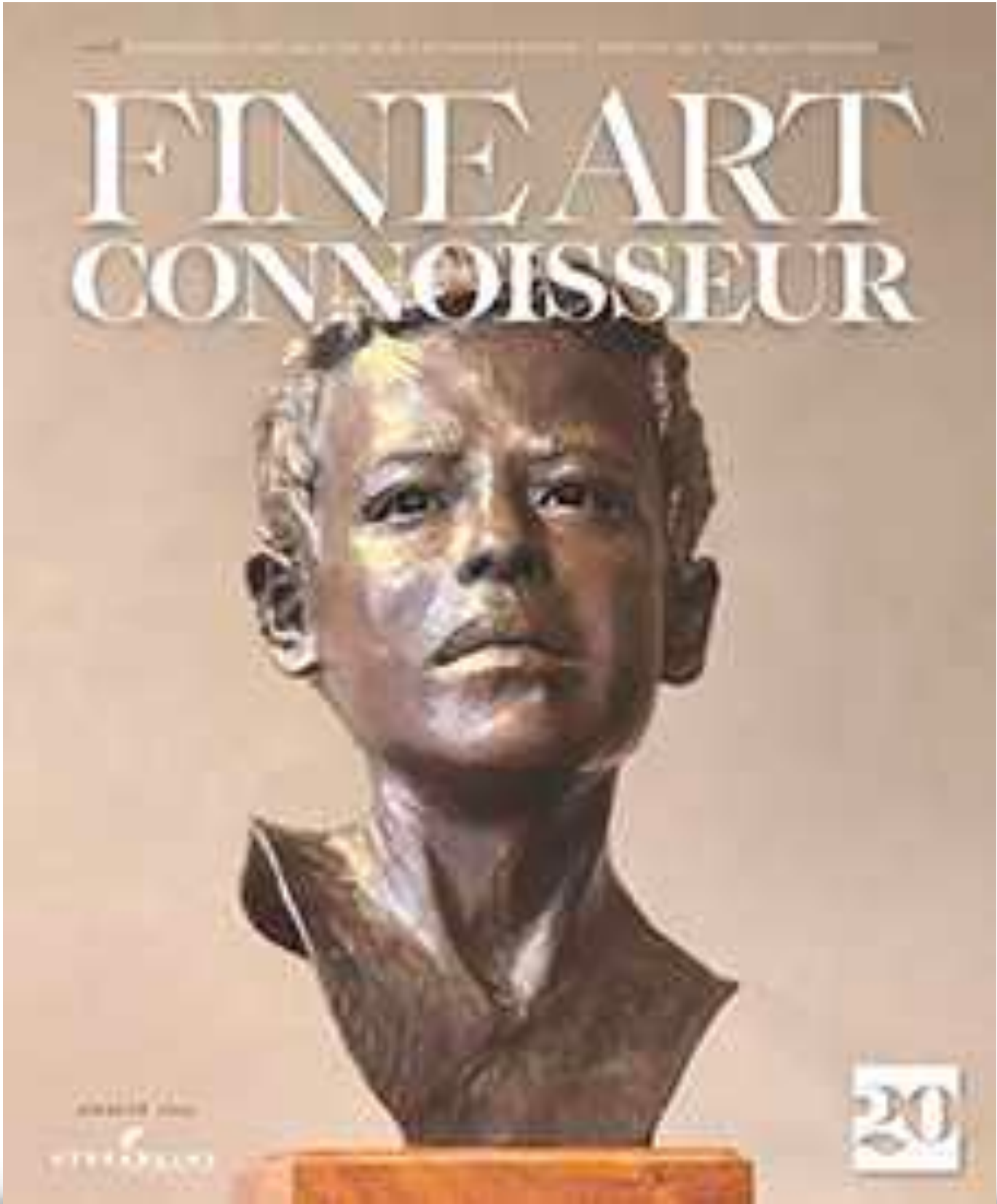
Jan/Feb 2024 Issue

- Registration/Creative Due: 11/1/23
- \$1,500 per partner

What does my organization need to provide?

- *Ad creatives to be designed by Push and require approval*
- Images + Organization Logo
 - Images should be vibrant, exciting and relevant to the content
 - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events you would like highlighted

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.



Non-Partner Cost: \$6,000/insertion
CCPBC Co-Op Package Cost: \$1,500/insertion per partner
75% Savings!

Cultured Magazine

Feb-Mar

Cultured Magazine serves it's reader the best of their contributors' travels through galleries, museums, fashion houses and artist studios to inspire readers. This magazine is distributed to top U.S. markets, museums and galleries, newsstands and hotels.

What type of audience does this package reach?

National Circulation: 55,000

What is included in this package?

Each partner will receive a specific highlight in a full page ad alongside 2 other participating partners.

How many packages are available?

3 packages available (3 partners per issue)

What packages are available?

Art & Entertainment (Feb / Mar)

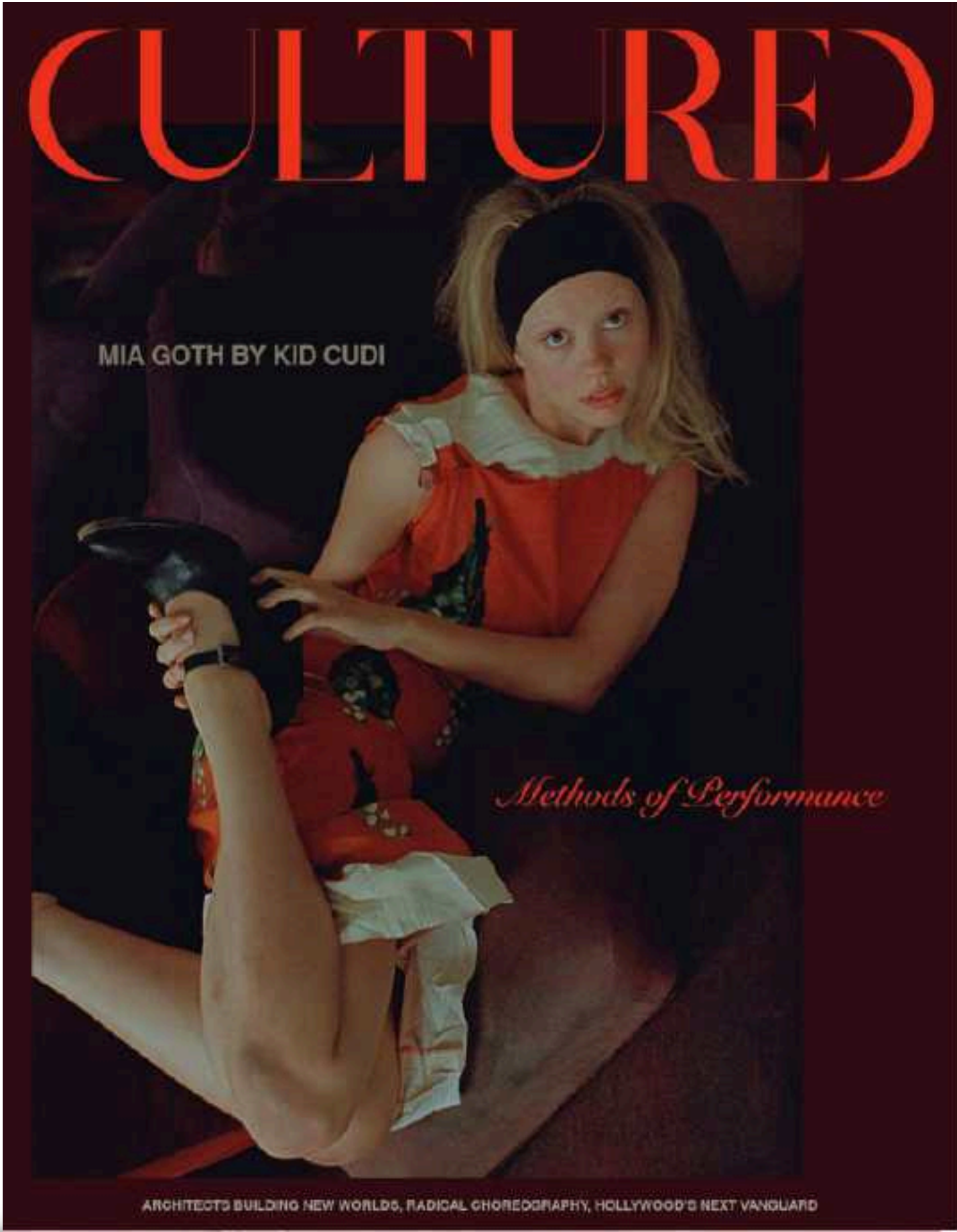
- Registration/Creative Due: 12/4/23
- \$1,875 per partner

What does my organization need to provide?

- *Ad creatives to be designed by Push and require approval*
- Images + Organization Logo
 - Images should be vibrant, exciting and relevant to the content
 - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events you would like highlighted

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.

CULTURED



Non-Partner Cost: \$7,500/insertion
CCPBC Co-Op Package Cost: \$1,875/insertion per partner
75% Savings!

The New Yorker

August

The New Yorker is an American weekly magazine featuring journalism, commentary, criticism, essays, fiction, satire, cartoons, and poetry. Founded as a weekly in 1925, the magazine is published 47 times annually, with five of these issues covering two-week spans.

What type of audience does this package reach?

Circulation: 5.6M monthly print readers

Demographics:

- 2 in 5 of their readers are Gen Z and Millennials
- 55% Female / 45% Male Readers
- Avg. HHI \$129,631

What is included in this package?

Each partner will receive a specific highlight in a full page ad alongside 2 other participating partners.

How many packages are available?

3 packages available (3 partners per issue)

What packages are available?

Winter Cultural Preview (Aug)

- Registration/Creative Due: 7/5/24
- \$4,815 per partner

What does my organization need to provide?

- Ad creatives to be designed by Push and require approval
- Images + Organization Logo
 - Images should be vibrant, exciting and relevant to the content
 - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events you would like highlighted

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.

THE NEW YORKER



Full Price Cost: \$25,685/Full page insertion
CCPBC Co-Op Package Cost: \$4,815/Insertion per partner
81% Savings!

Palm Beach International Airport Package

PBIA Baggage Claim Digital Billboards Always On



With 8 dedicated digital billboards in the baggage claim area, reach audiences just as they arrive to The Palm Beaches and wait for their luggage.

When are the boards displayed?

PBIA digital boards are displayed:

- November-December 2023
- January-February 2024
- March-April 2024
- May-June 2024
- July-August 2024
- September-October 2024

How many packages are available?

18 packages (3 partners per 2-month period)

When does my organization need to register/ provide creative by?

The 10th of the month prior to run date (ie. If participating in Nov/Dec package, registration/creative is due by Oct 10).

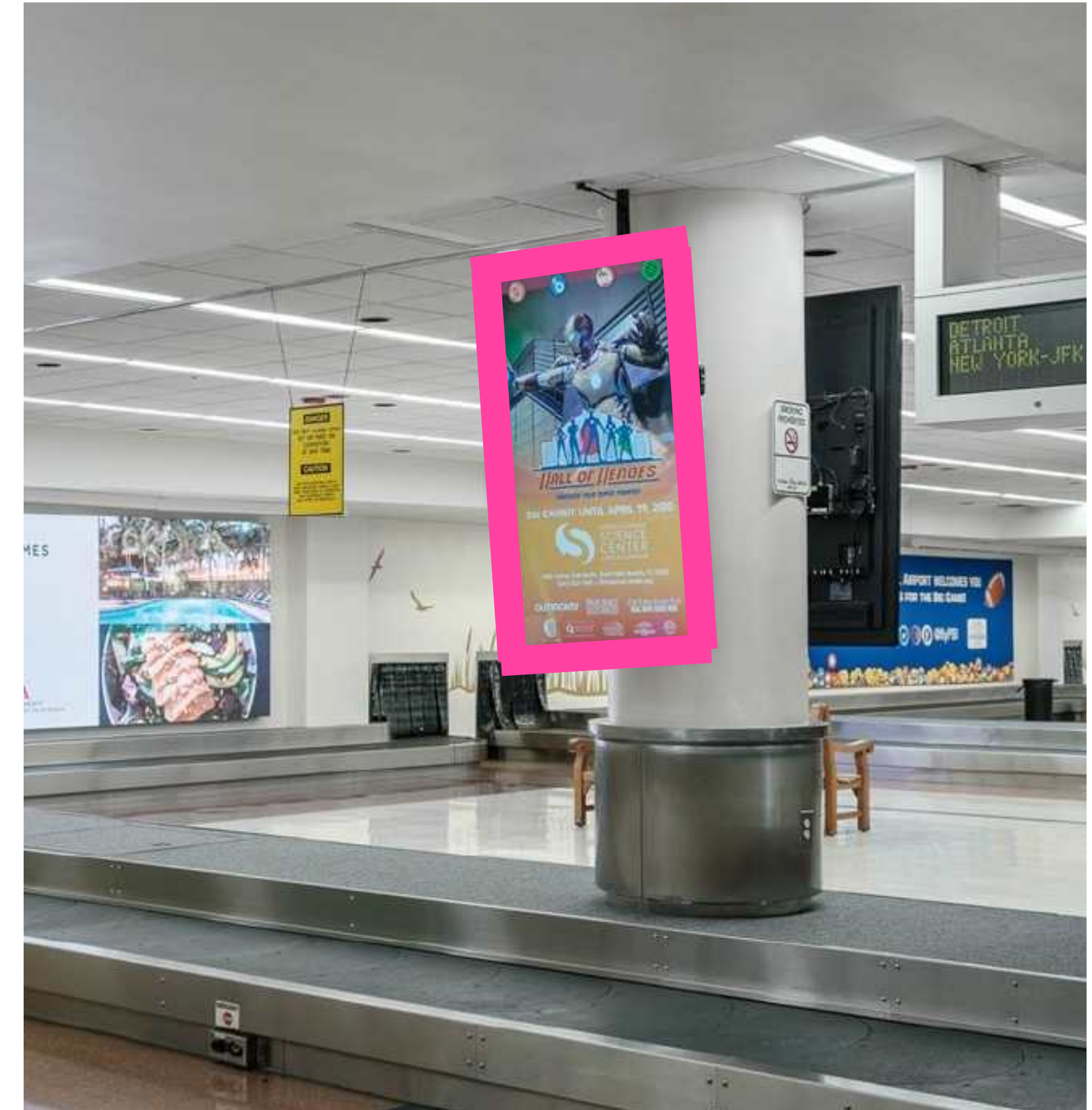
Billing Note: Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.

What does my organization need to provide?

Clear Channel - PBIA Digital Billboard Ad

- 1080 W x 1920 H digital billboard ad should include clear imagery representing organization/event/exhibit/etc., an easy-to-read headline, logo and CTA
- Digital ads should be static and sent in JPG or PNG file format
- We require all ads are built in Adobe Photoshop or Illustrator and sent as packaged, working files.

Full Cost: \$1,920/mo.
CCPBC Co-Op Package Cost: \$624 for 2 mo.
68% Savings!



Digital Media Packages

CCPBC Paid Social Media Package Always On

Special co-op 1:1 match program offered exclusively for cultural organizations to purchase one month of **paid** Facebook/Instagram advertising with the Council matching partner price. Reach CCPBC's and your audience at the same time with your choice of targeting and interests.

How many packages are available?

12 packages available (1 partner per month)

When does my organization need to register/provide by?

The 10th of the month prior to run date (ie. If participating in Nov. package, registration is due by Oct. 10).

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.

What does my organization need to provide?

Facebook/Instagram Automatic Placement Ad

Note: Build your images/videos for the recommended aspect ratios listed below:

- Ratios supported by placements
- Best practice for aspect ratios
- We recommend the following asset ratios for Automatic Placements:
 - Facebook/IG Feed:
 - Images (1:1, 9:16, 1.91:1)
 - Videos (4:5, 1:1, 9:16, 1.91:1)
 - Stories/Reels: (9:16)

In your organization's Facebook business account, allow CCPBC account to tag you as a business partner via Page Approvals. More information can be found [here](#) under *Manage who can tag your page* section.

Target Audience preferences. This includes: DMAs, Demographics & Interests



Non-Partner Cost: \$2,500/mo.
CCPBC Co-Op Package Cost: \$1,250/mo.
50% Savings!

MOSAIC 2024 Packages

Florida Weekly MOSAIC 4-Page Spread April/May

Participate in a four-page MOSAIC spread alongside fellow cultural organizations for Florida Weekly's out-of-market audience during late April/early May. This placement will featured in the Palm Beach County, Fort Myers County, and Charlotte & Naples County editions of Florida Weekly.

How many packages are available?

16 packages available.

How much does one package cost?

Ad placements in 3 Florida Weekly editions: Palm Beach, Fort Myers and Charlotte & Naples Counties.

1/4 page: **\$160**

1/2 page: **\$320**

3/4 page: **\$480**

Full page: **\$640**

How do I register?

Please contact Cindy Giles at cindy.giles@floridaweekly.com to reserve your space.

***Billing Note:** Partners will be invoiced via Florida Weekly and payment will be due according to individual vendor terms.



CCPBC Co-Op Package Cost: \$160 - 3 editions for the price of 1

MOSAIC Insider Access Email - Featured Partner Ad May

CCPBC's annual May Insider Access email, is one of the most anticipated emails of the year. Feature your organization in the Featured Partner section of this email so subscribers can click to learn more about your organization.

Insider Access Email Database:

- 30,000+ Subscribers
- 43% Open Rate
- 3% CTR

What is included in this package?

420x420 banner in the Featured Partners space section of the annual MOSAIC Email.

How many packages are available?

2 packages available.

When does my organization need to register/provide creative by?

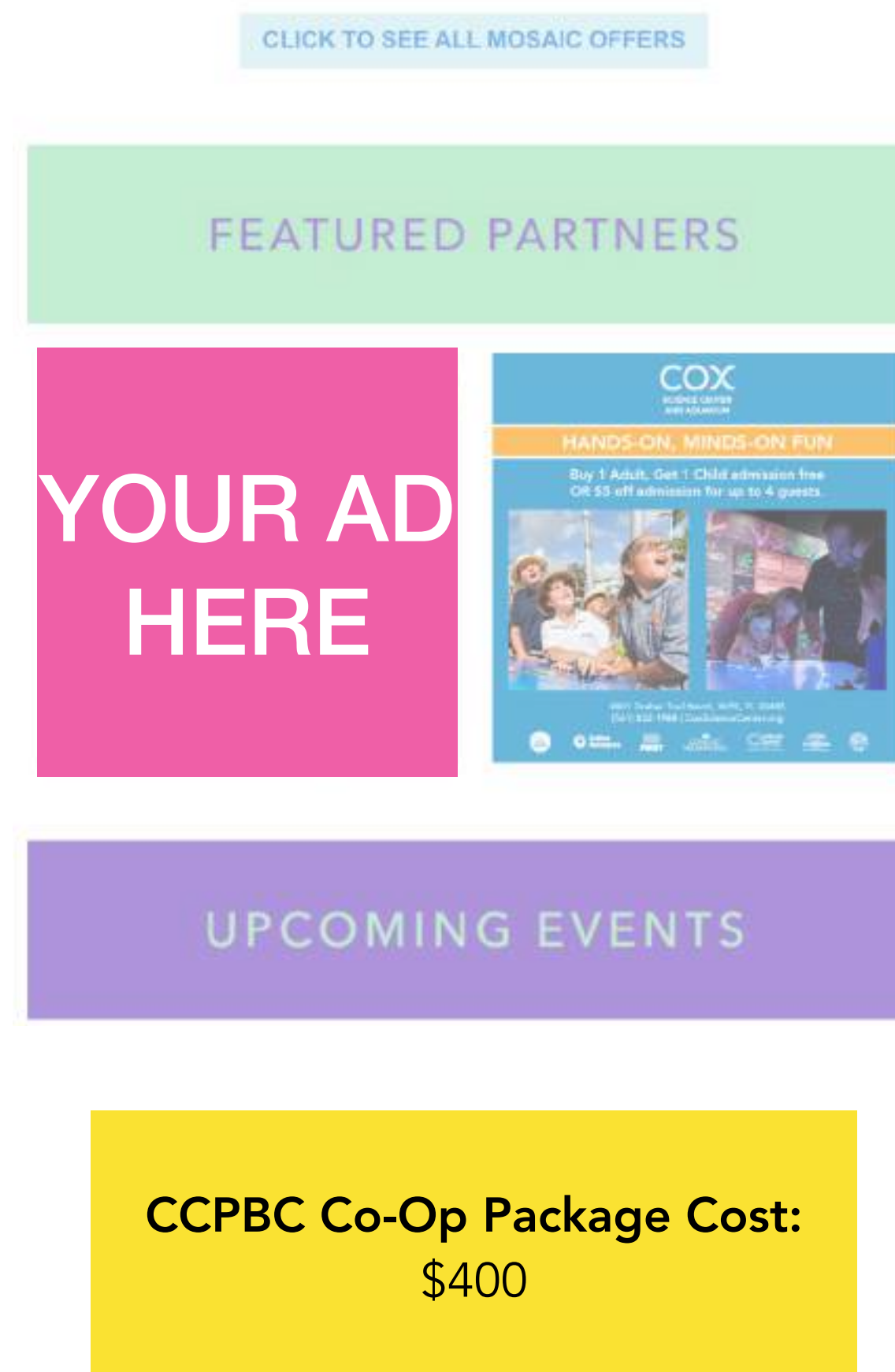
April 1

Partner to provide:

- 420x420 banner
 - Images should be vibrant, exciting, and relevant to your organization/event
 - Images should be 420x420px and sent in JPG or PNG file format
 - Images should also be 40kb or less

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.

Your ad will appear in one of these locations.



Example ad space
from the
MOSAIC 2022
Dedicated Email

MOSAIC Insider Access Email - Upcoming Events Ad May

CCPBC’s annual May Insider Access email, is one of the most anticipated emails of the year. Feature your organization in the Upcoming Events section of this email so subscribers can click to learn more about your upcoming event.

Insider Access Email Database:

- 30,000+ Subscribers
- 43% Open Rate
- 3% CTR

What is included in this package?

420x420 banner + CTA in the Upcoming Events section of the annual MOSAIC Email.

How many packages are available?

2 packages available.

When does my organization need to register/provide creative by?

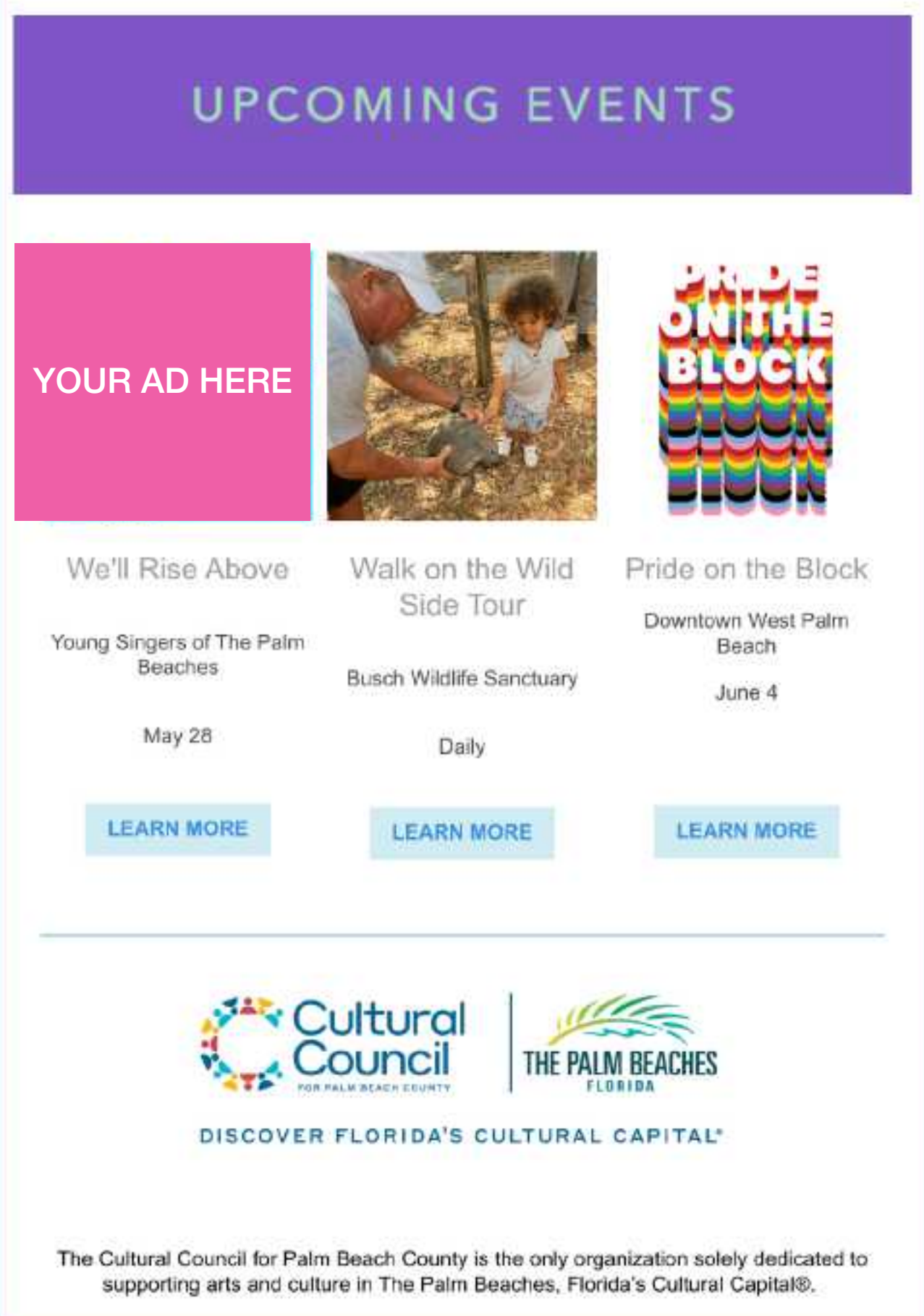
April 1

Partner to provide:

- 420x420 banner
 - Images should be vibrant, exciting, and relevant to your organization/event
 - Large, high-resolution image should be used, but optimized for web to reduce file size. 420x420px, 300dpi minimum
 - Images should be cropped to a square and sent in JPG or PNG file format
- Name and date of event

****Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.*

Your ad will appear in one of these locations.



CCPBC Co-Op Package Cost:
\$250

MOSAIC Insider Access Email - Featured Offer

May

CCPBC’s annual May Insider Access email, is one of the most anticipated Council emails of the year for all their subscribers. Have your organization featured in the Featured Offers section where subscribers can click to learn more or register for your MOSAIC deal!

Insider Access Email Database:

- 30,000+ Subscribers
- 43% Open Rate
- 3% CTR

What is included in this package?

420x420 banner + CTA in the Featured Offers section of the annual MOSAIC Email.

How many packages are available?

2 packages available.

When does my organization need to register/provide creative by?

April 1

Partner to provide:

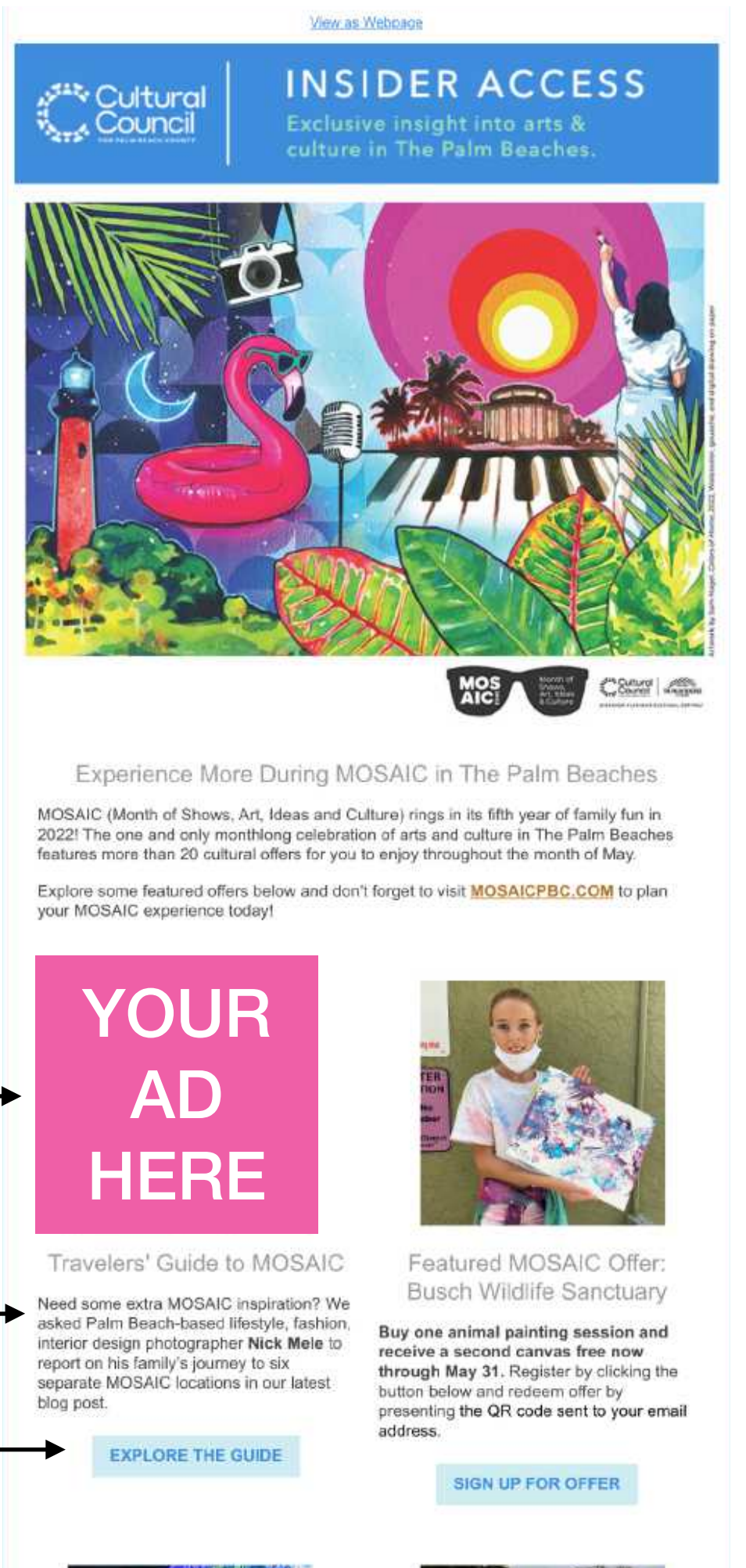
- 1-2 Images, 420x420
 - Images should be vibrant, exciting, and relevant to the content
 - Large, high-resolution images should be used, but optimized for web to reduce file size. 420x420px, 300dpi minimum
 - Images should be sent in JPG or PNG file format
- Description of highlighted event
- URL

***Billing Note:** Partners will be invoiced via Push and payment will be due within 30 days of invoice being sent.


Image →

Description →

URL →



CCPBC Co-Op Package Cost:
\$500



If you have any questions
or are interested in a package please contact:
Lauren Perry at LPerry@palmbeachculture.com
or Push at ccpbc@pushhere.com

