



# PUBLIC DISPLAY ART / IT'S JUST ART. INSIDE & OUT.



THE  
**2026**  
MEDIA KIT

# **A FEW FACTS YOU SHOULD KNOW** **RIGHT OFF THE BAT**

PublicDisplay.ART offers advertisers a refreshingly uncluttered space to connect with a targeted readership. A chance to reach those who contribute to the creative economy and those whose interest in the arts helps fuel its success.

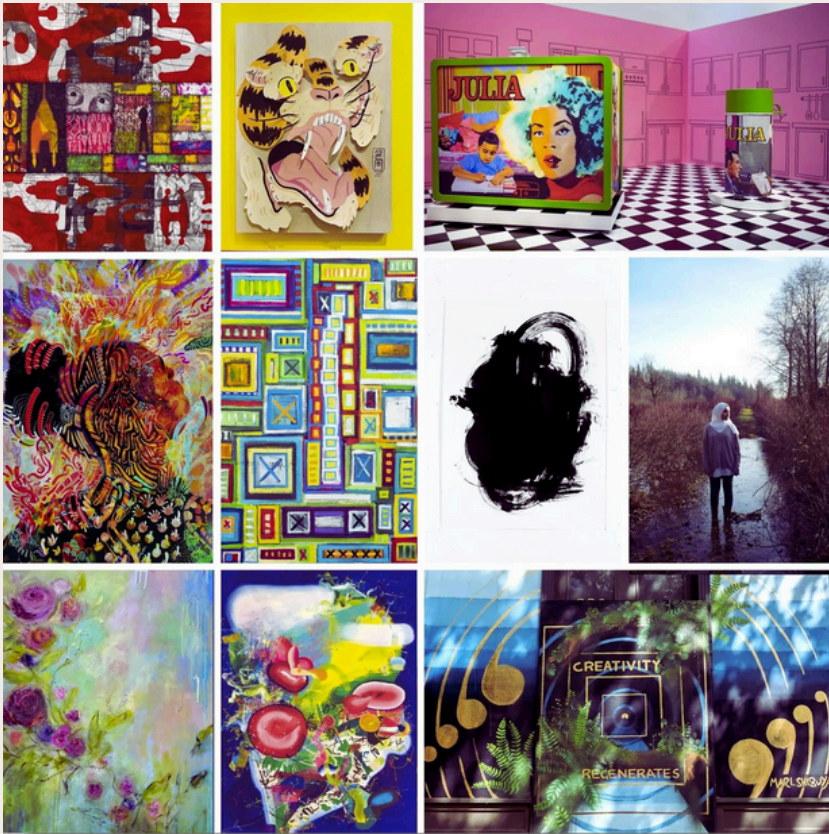
As a publication that aims to “put art into your hands and the hands of everyone you know,” PublicDisplay.ART offers a free, accessible opportunity for readers to engage with art at their leisure, delivering something new to discover on every page.

PublicDisplay.ART is unique in that we are a community-supported publication, which means we must secure funding from a variety of sources: Local and federal grants, foundation funding, corporate sponsor support, personal donations, matching funds, crowdsourcing, and limited advertising — in order to sustain a publication that has quickly proven to be a tremendous asset in fueling interest in the arts among Seattle's residents and visitors. In turn, the publication offers much needed support to local artists, as well as the creative industries they support and who support them, when they need it most.

**While advertising is part of the mix, we feel that the advertisers must make sense.**

PublicDisplay.ART favors advertising from businesses, organizations, and individuals who are a part of Seattle's creative economy; or from businesses who support and serve our creative industries. We purposely keep our advertising-to-content ratio low, which delivers more value to the readers and a tremendous advantage to advertisers. Additionally, we distribute the publication for free and make it available in every neighborhood in Seattle.

Between our focused content and widespread distribution we offer advertisers the chance to reach Seattle residents and visitors who share a common interest in art and who have the freedom to discover it everywhere in the city, through PublicDisplay.ART.



# SUPPORTING LOCAL ARTISTS

PublicDisplay.ART provides established and emerging local artists with some much needed (and well-deserved!) recognition. The response has been tremendous and nearly every artist we have worked with has credited us with helping them to expand their followers and many report that new doors were open to them after appearing in PublicDisplay.ART

## ADDITIONALLY:

We do our best to minimize demands on the artists we invite to work with us and have things streamlined for efficiency. We ask that artists pull recent art from their catalog of existing work for their feature versus demanding new work from them.

And all featured artists are paid a modest fee for their time when working with us, because we believe that artists should always be paid. *Always.*

The two-page spreads you see in the publication are just one of the benefits extended to artists by One Reel. We arrange artist interviews with local media, assist with network introductions, promote their work through social media, promote their upcoming exhibits to our followers, and we are first in line when their shows open.

We treat each artist like the stars they are, and strive to give them the recognition to feel like one.

So far, it's working!



# OUR READERS

**We know that PublicDisplay.ART might not be of interest to everyone. Chances are, if you are reading this, that's okay.**

Because we know there are plenty of businesses and organizations who value creative people who embrace the opportunity to live in a world of ever expanding awareness and beauty.

What makes PublicDisplay.ART unique, is our readers – who span every demographic and economic sector imaginable – yet they share a deep appreciation for the arts. They are frequent theatergoers and art walk attendees. Many are season subscribers and most are guilty of going into debt to purchase their first work of art and remain steadfast art collectors throughout their lifetime.

It's that thirst that keeps our readers coming back. PublicDisplay.ART offers curious folks a place to find curated content that reflects their interests. An all access pass to discover established and emerging local artist's work; A resource for events and exhibits that demand exploration; Articles and columns that cover timely topics and far-flung ideas that resonate long after reading them.

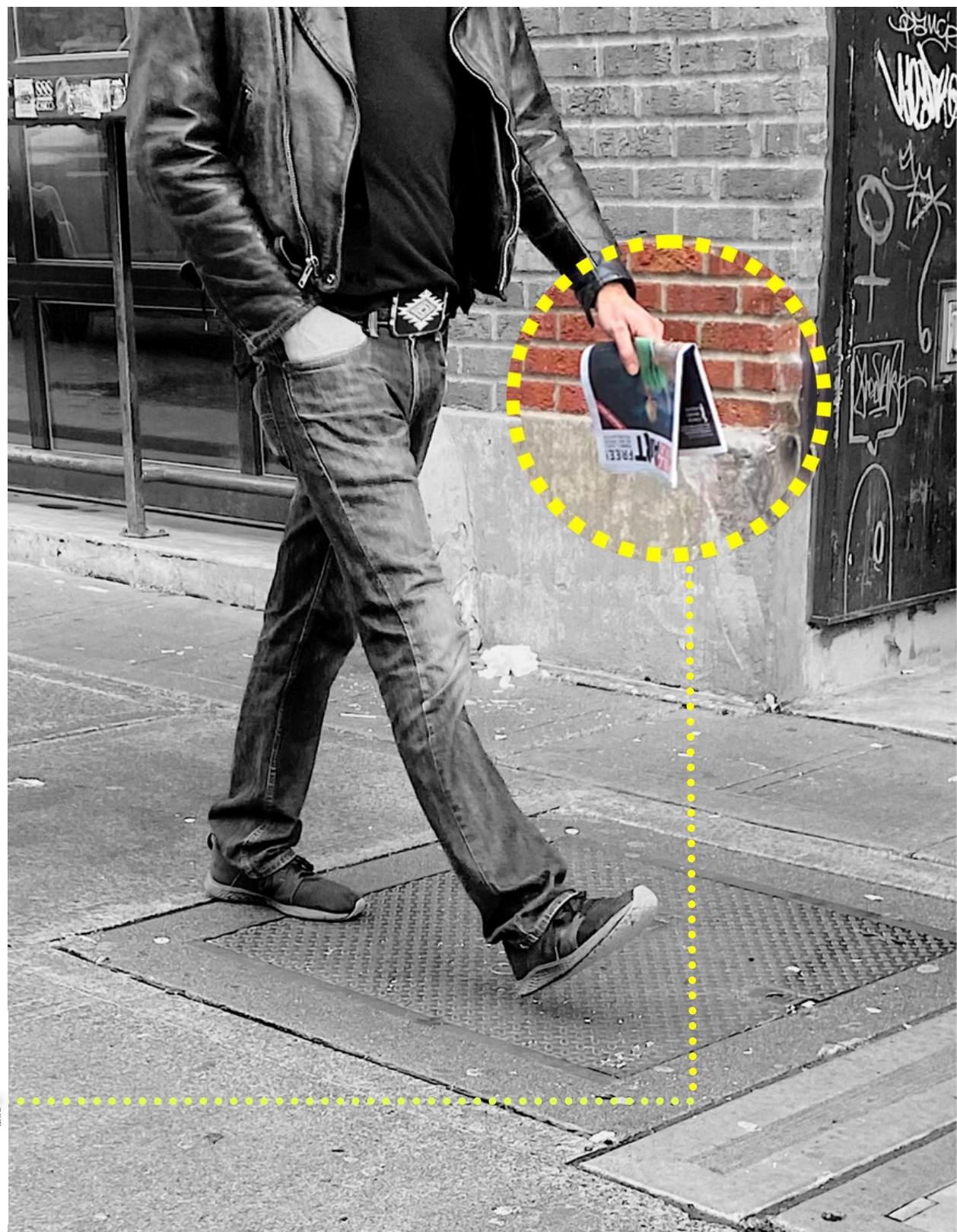
When we launched PublicDisplay.ART in 2021, we hoped we'd find an audience. Fast forward to today and we attract over 60,000 readers to every quarterly issue we publish.

In fact, PublicDisplay.ART can be credited for making print publications fashionable again to Seattle audiences.

And no one is more pleasantly surprised than we are!

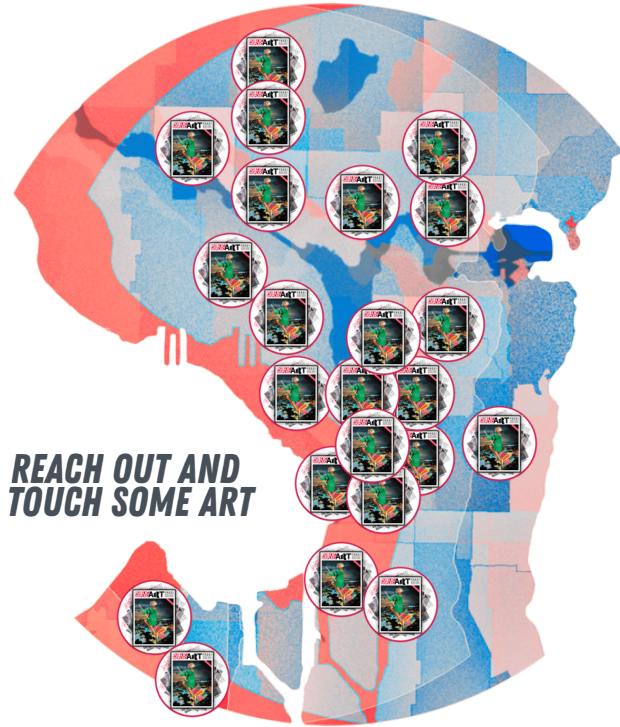


**PICTURED HERE:** The first issue of PublicDisplay.ART and the first person we saw walking down the street carrying the issue!



# OUR READERSHIP

**PUBLICDISPLAY.ART IS PUBLISHED ROUGHLY EVERY 6 WEEKS AND DISTRIBUTED THROUGHOUT THE CITY OF SEATTLE (AND BEYOND) – FOR FREE!**



**REACH OUT AND TOUCH SOME ART**

**OUR READERSHIP:**  
**76,000+**  
**PER ISSUE**

= IN PRINT &  
ONLINE FLIPBOOK  
COMBINED READERSHIP

**WE CONNECT AUDIENCES TO LOCAL ART & CULTURE.**

## **DID YOU KNOW?**

All print ads are featured in the online flipbooks, which are a cover-to-cover digital replica of the printed issue, with live links directly to your business and is emailed to over 9,000 local subscribers when the print issue hits stands.

### **SEATTLE NEIGHBORHOOD**

#### **DISTRIBUTION INCLUDES:**

**BALLARD, BEACON HILL, BELLTOWN, CAPITOL HILL, FREMONT, GEORGETOWN, GREENWOOD, INTERNATIONAL DISTRICT, MADISON VALLEY, MONTLAKE PARK PHINNEY RIDGE, PIONEER SQUARE, QUEEN ANNE, RAVENNA, ROOSEVELT, SEATTLE CENTER (SURROUNDING), THE CENTRAL DISTRICT, U-DISTRICT, WALLINGFORD, WEST SEATTLE, AND WHITE CENTER.**

**ADDITIONALLY PUBLICDISPLAY.ART IS DISTRIBUTED OUTSIDE SEATTLE**

**AS FAR NORTH AS EVERETT  
AS FAR SOUTH AS TACOMA  
AND EVERYWHERE IN BETWEEN!**

**TO REQUEST A FULL LIST OF DISTRO LOCATIONS, EMAIL US AT:**

**TOWHOMITMAYCONCERN@PUBLICDISPLAY.ART.**

**We publish 36,000+ in print  
and distribute 9,000+ flipbooks.**

**OUR PASSALONG RATE  
for the Print Issue is: 1.9**

# 2026 PUBLISHING **SCHEDULE**



**SPRING 2026**  
**SHOWERS TO FLOWERS**

**ON STANDS 02/27/2026**  
**DEADLINE: 02/17/2026**

**SUMMER 2026**  
**PRIDE ON PUBLIC  
DISPLAY/ ART FAIR**

**ON STANDS 06/12/2026**  
**DEADLINE: 06/02/2026**

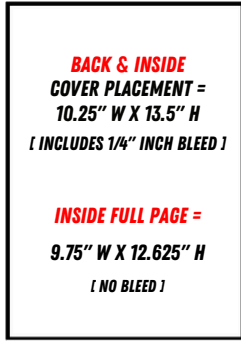
**FALL 2026**  
**ALL NEW SEASON**

**ON STANDS 09/11/2026**  
**DEADLINE: 09/01/2026**

**HOLIDAYS 2026**  
**HOLIDAYS ON ART**

**ON STANDS 11/24/2026**  
**DEADLINE: 11/12/2026**

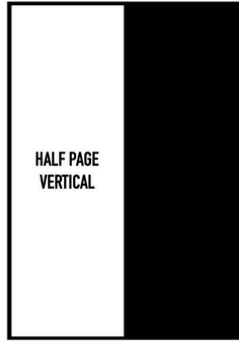
**BOOK YOUR SPACE TODAY!**  
**MARTY@PUBLICDISPLAY.ART**



**FULL PAGE  
TWO SIZES!!!!**



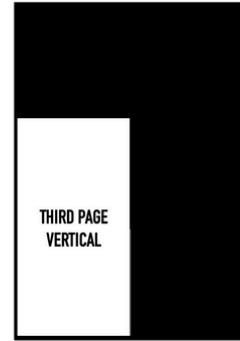
**9.75" W X 6.22" H**



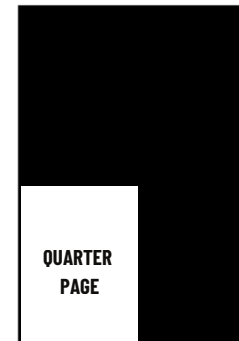
**4.75" W X 12.625" H**



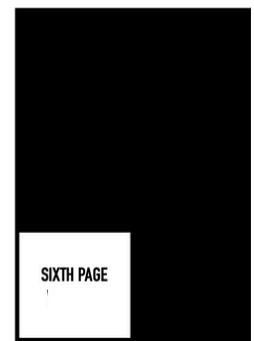
**9.75" W X 4.15" H**



**4.75" W X 8.29" H**



**4.75" W X 6.22" H**



**4.75" W X 4.15" H**

Our advertising-to-content ratio is intentionally low, which can be a tremendous advantage to advertisers, but it significantly impacts our ad space availability within each issue. Ads sell on a first come, first serve basis, with pre-approval. We favor advertising from businesses, organizations, and individuals who are a part of Seattle's creative economy or from businesses who support and serve our creative industry.

### GLOSSY COVER AD RATES

**BACK PAGE.....\$2,100**

**INSIDE COVERS.....\$1,500**

PLEASE NOTE: Glossy placements fill up rather quickly, require earlier deadlines than interior ads and the ad dimensions are larger and require files to be set up for "BLEED"

### INSIDE AD RATES

**FULL PAGE.....\$1250**

**HALF PAGE\*.....\$650**

**THIRD PAGE\*.....\$420**

**QUARTER PAGE.....\$325**

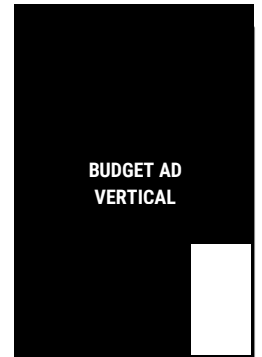
**SIXTH PAGE.....\$200**

**BUDGET\*.....\$ 100**

\* INDICATES there are two configuration options offered (horizontal and vertical). The prices shown are good for both options



**4.75" W X 2" H**



**2.312" W X 4.15" H**

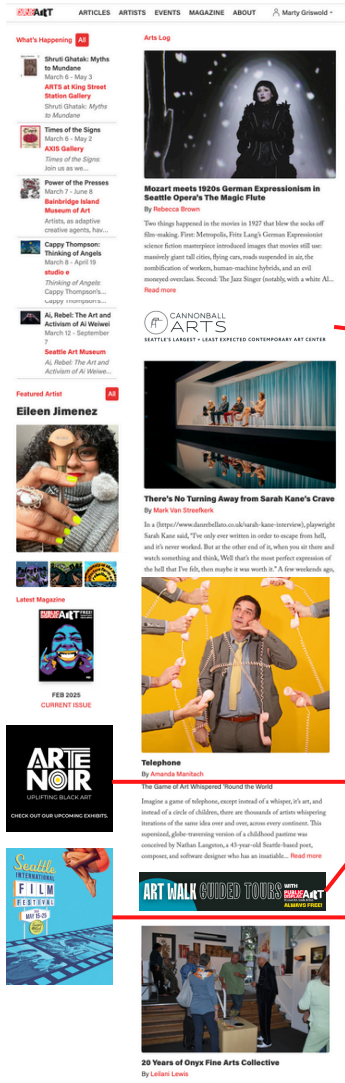
### PRE-PRINTED INSERTS

**\$75 PER 1,000**

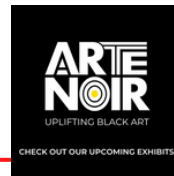
Flyers, brochures, season previews, & programs may be inserted into the full run of PublicDisplay.ART (currently 30K. Pre-printed materials (only). Requires drop shipment to Wenatchee, WA - 10 days prior to publishing.

### If you are interested in web ads, please contact us.

We are invested in creating a robust website that caters to our local arts and culture obsessed readers who pick up an issue of PublicDisplay.ART as soon as it hit the streets. However, until recently, the only content featured on our website have been stories that had been previously published in print. As of April 10, 2025, our website began to host new content (something new - every day of the week!) and we now provide visitors with the opportunity to become a registered user, to access all sorts of user perks. However, until we have the traffic to warrant accepting paid web advertising, we currently only offer web ads to our print advertisers as added value... Because we want to ensure each advertiser who supports our work are delivered a return on their investment. Otherwise, why would you want to continue advertising?



**IN LINE BANNER**  
1000 w x 200 h pixels



**SIDE BAR SQUARE**  
500 w x 500 h pixels



**SIDE BAR TOWER**  
500 w x 650 h pixels

### ALSO AVAILABLE

Not shown here, but we do have a TOP BANNER placement available on non-home pages (only)

### TOP BANNER

1200 w x 100 h pixels

## WHY SHOULD YOU CONSIDER ADVERTISING IN PRINT?

Choosing where to spend your marketing dollars can be maddening. It wasn't long ago that online option changed the advertising landscape forever. Instead of having to work with sales reps or signing contracts for more exposure than you needed, digital advertising put the advertiser in the driver's seat. Suddenly anyone with a little pocket change and a clear idea of who they wanted to reach, could launch a campaign right from their computer.

It was an exciting time that could yield hundreds of click-thrus, likes and followers from a modest investment, because everyone was already online and businesses could reach them. No wonder when everyone claimed "print is dead", we believed them. Newspapers and alt-weeklies were closing down right and left as their readers and advertisers turned to the internet for news.

### That was then. This is now.

Much has happened since then and only now can we stand back and take a realistic look at things. Yes, it's true that we spend more time than ever online. Today, we are plugged-in like never before. We work, we play, we stream our music, television, and movies. We carry around a laptop in our back pocket for gawd's sake.

We aren't challenging the benefits of online advertising. Advertisers continue to spend their dollars online to reach customers, but there's a lot more competition for the real estate, which has led to rising ad costs and less return.

Of course, a large reason for this is based on privacy issues, changing algorithms, and greed. Today you'll pay lots more for way less, but what can you do?

### Reconsider your options?

We certainly aren't suggesting you should end your ad words campaign and stop boosting posts. These are still essential to your business, particularly if you have a sizable monthly investment that pushes your business to the top of the search engine pile.

But, that's also the problem. With so many businesses directing ALL their marketing dollars toward a single goal — discovery — chances are there are way less folks stumbling upon your business through targeted searches served up by Google.

And because consumers are a savvy bunch, they are a lot less inclined to trust what's served up. Instead, they are more apt to look for businesses they know.



### And that's why print advertising is seeing a resurgence.

Today's consumers haven't abandon working and playing online, but they have turned to specialized publications with curated content that appeal to their specific interests as an alternative and reliable resource. Flipping through pages of content they trust, created by writers who share their passion. Print publications offer the reader a brief respite from staring at a screen and an opportunity to hear about things they'll never stumble upon through online searches.

If you are a local business whose clientele are creative thinkers with an interest in the arts, than we hope you will consider advertising with us.

We offer a streamlined approach that allows you to place advertising with us right from your computer, just like you do for your digital campaigns.

More importantly, your ad will be seen by our loyal readers at a rare moment — when they are unplugged and responsive. What's more, your presence is in a publication they turn to by choice.

Our readers choose to pick up PublicDisplay.ART because they are supportive of the arts and find value in our content. Your ad will communicate to them that your business does, too. And because they are smart and observant, you can be sure that your ad will be noticed by folks who will choose to support those who share their common interests.

If you are business who will benefit from reaching affluent, active, engaged residents and visitors of Seattle who share a passion for the arts, then it might be time to expand your marketing with something new. Luckily, we offer ads with a shelf life of two months starting at under a \$100, so you don't have to choose between print and digital.

## WHY YOU NEED IT

In a world obsessed with online marketing, most people say that print advertising is dead and buried. We beg to differ.

Print advertising is not only alive but works like a charm, even in today's age. And here's why:

### 1. PROVIDES CREDIBILITY

Publications, like PublicDisplay.ART, are known for providing good content and already have an established audience listening. Our readers will notice and respond to your message.

### 2. HIGH INFLUENCE

According to the American consumer's MRI survey, consumers are still influenced 50% more by what they see in magazines and newspapers than any other news source.

### 3. LONG ATTENTION SPAN

When people are online, they have multiple tabs opened in their browsers, often juggling several different channels, while a host of advertisers are vying for their attention. It's not the same in print. When people read a magazine or a newspaper, they focus on it and invest more cognitive time to it. So the probability of your message going to them is comparatively higher in this form of marketing.

### 4. TANGIBLE

Everyone is talking about how they've reduced their screen time. It's why iPhones now monitor our activity and reports it back to us! How do we spend our unplugged time? We turn to something tangible that reinforces our preferred interests. How do we know they turn to PublicDisplay.ART? because our pick-up rate demonstrates a tangible means to monitor reader usage.

### 5. HIGHLY TARGETED

We don't publish PublicDisplay.ART for golfers. The publication is intended to reach a very specific and important reader whose interest in art is attractive to business serving Seattle's creative community or who share a history of supporting the arts.

### 6. BUDGET-FRIENDLY

It may be hard to believe, but print advertising offers a cost-effective opportunity to be visible to your audience. And because it's a tangible product that readers are inclined to take home, you will be seen by their partners, friends, and family, too. And with an average 8 week shelf life, chances are PublicDisplay.ART will generate multiple views, which strengthens your investment even further.

Check out our rates and do the math. We're confident you'll see for yourself the value we deliver.



# PUBLIC DISPLAY.ART: ADVERTISING FAQ

Have technical questions?

Email us at:  
marty@publicdisplay.art

## HOW CAN I MAKE SURE MY AD PRINTS CORRECTLY?

We strongly suggest that you hire a trained designer for all your advertising graphics and that they have read and understand our advertising specifications.

## WHAT ARE COPYRIGHTED IMAGES AND WHY SHOULD I NEVER, EVER USE THEM IN ADVERTISING WITH OUT PERMISSION?

Simply put, copyright is the right to ownership of a created work. This could be text, a photograph, painting, film, sculpture or recording. If you knowingly infringe copyright in any of your print projects, you could face criminal charges, monetary compensation, and risk damaging the reputation of your business. It's just not worth it, so always make sure you have copyright permissions for any reproduced materials and that you clearly acknowledge copyright accreditations where applicable for your print projects.

## HOW CAN I AVOID USING COPYRIGHTED MATERIAL?

The very best thing you can do is to hire a professional designer to create any ad materials on your behalf. If you foolishly pull an image off the internet and choose to run it in your ad, you are 100% responsible. There are many places to purchase usage rights to quality images (Getty, Shutterstock, 123RF, etc.) to include in your ad campaign for a nominal charge. Just make certain the image is eligible for use in printed advertising and marketing materials, as many images (particularly photos) are only available for editorial use – only. As a rule, you should count on paying for permission to use any photo or graphic art element. No exceptions. If you don't, you will likely open yourself up to a lawsuit.

## DO YOU BUILD ADS?

Yes. Please contact us and we will be happy to help you create your ad for publication in PublicDisplay.ART. We require one week to create an ad that meets with your approval, and there is a nominal charge, based on the cost of the ad size you wish to run. (budget ads = \$10 for ad design. All others ad builds are 10% of the ad cost)

## CAN I GET A DISCOUNT?

Occasionally, we will offer discount codes to first time advertisers. Please follow our Facebook and/or Instagram Page to receive any current or future offers.

Additionally, we occasionally find ourselves with space to fill in the issue. When this happens we will send out an email exclusively to prior advertisers who have chosen to receive offers from us when placing an ad through our online ad booking page. These spaces are listed and sold on a "first come" basis. Once the space is filled, the offer is no longer valid. Savings can range between 25% - 45% off the published rates and may be used to bump up an ad already running in the issue, pick up an ad that has run previously with us, or to submit an all new ad.

However, these offers usually are sent out a day or two before we go to press, so if you wish to submit a new ad or swap out your ad file for something larger, you must be able to turn the ad around and submit it to us within 12 - 24 hours.

## HOW DO I KNOW MY AD WORKS?

Unfortunately, print ads don't collect stats from users, so unlike online ads, there are no stat reports with click-thrus and likes. However, most businesses report an increase in traffic, which is exactly what you want, right? However, the very best way to find out if your ad is working is by asking your customers where they heard about you.

We are dedicated to ensuring your ad prints to your satisfaction and the best way to achieve this is to set up your file correctly before uploading! The most common errors to avoid are submitting files that do not match our size specifications, images not converted to CMYK, low-resolution graphics, and missing images or fonts.

Please help us publish your ad the way it was intended! Check sizes below and use the pre-submission checklist below PRIOR TO UPLOAD.

## PRE-SUBMISSION CHECKLIST

- Your file is a PDF or a JPG?**  
JUST CHECKING!
- Your file is the correct width and height dimensions?**  
FILE MUST BE 100% TO AD SIZE OR LARGER. (LARGER MUST BE PROPORTIONAL TO AD SIZE)
- Your image resolution is = to 300 DPI or greater?**  
PLEASE NOTE: ANY IMAGE LESS THAN 200 DPI IS TOO LOW OF A RESOLUTION TO PRINT
- Your file color set for CMYK?**  
WE CANNOT PUBLISH RGB FILES
- Your Black and White file is set for greyscale (versus CMYK or RGB)?**  
DO NOT SUBMIT COLOR FILES FOR B&W ADS. DO NOT USE RICH BLACK FOR ANY KIND OF TEXT
- Your compressed file is self-extracting? (if applicable)**  
IF YOU DON'T KNOW, YOU SHOULD NOT BE SENDING COMPRESSED FILES
- Your PDF file fonts are embedded?**  
PLEASE DO NOT SUBMIT PDF FILES WITHOUT EMBEDDED FONTS OR THEY WILL DEFAULT AND YOU WILL BE VERY, VERY UNHAPPY WITH YOUR PRINTED AD!

### WE ACCEPT THE FOLLOWING FILE FORMATS:

#### PDF's and JPG's - ONLY

Please refrain from uploading PNG, TIFF, ILLUSTRATOR .AI, EPS or any other file that does not meet our requirements, as it will not be published.

**FOR PDF'S** - Your file should be created in Adobe Indesign, Photoshop, or Illustrator. Please make sure your images are 300 DPI and your colors are set to CMYK (NOT RGB) and **that your fonts are embedded prior to exporting.**

**FOR JPG's**- Your image file should be 300 DPI minimum and no more than 1200 DPI and your compression should be low (or none!). Be aware that your file will be a "flat" file, which means there are no editable layers. Your rasterized image must be CMYK (NOT RGB).

**PLEASE NOTE:** Our advertising-to-content ratio is intentionally low, which can be a tremendous advantage to advertisers, but it significantly impacts our ad space availability within each issue.

*We encourage advertising from businesses, organizations, and individuals who are a part of Seattle's creative economy or from businesses who support and serve our creative industry throughout the year.*

FOR USERS OF *Canva*

Check that the size matches ad specs before you start. Do not place type closer than a quarter inch to any of the edges. When saving file Make sure to choose **PDF PRINT quality** (not standard print). Unless your ad is guaranteed glossy cover placement, do not hit the CHECK BOX to INCLUDE CROP MARKS and CHOOSE THE FLATTEN FILE CHECK BOX. BE SURE to choose CMYK from the drop down menu. Then DOWNLOAD it and submit your file to us.



"I think it's fresh that  
PublicDisplay.ART is  
developing something in  
print during a digital age!"

– **ARI GLASS / ARTIST**

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**CONTACT:**

**MARTY GRISWOLD**

Email is best

**MARTY@PUBLICDISPLAY.ART**

Phone

**206-390-7784**

PublicDisplay.ART is published by Conru Art Foundation, a 501c3 Non-Profit. For us, it's a labor of love and we are committed to producing a quality publication.

We turn our attention to the publication based on a bi-monthly publishing cycle – which means we are more attentive to inquires 3-4 weeks in advance of the publication date (see publishing schedule) and less responsive during the weeks following an issues release. We apologize in advance for any inconvenience this may cause and we appreciate your patience, should our response be delayed.

Thank you for considering advertising in PublicDisplay.ART. Your support is critical to our mission and essential to our ability to publish.



**PUBLIC DISPLAY. ART FREE!**