



MEDIA KIT

2026 Advertising Rates & Opportunities





***ALL CULTURE.
ALL OC.
ALL THE TIME.***

We're devoted to covering Orange County's cultural life. A North American premiere by American Ballet Theatre. A CBD-infused lunch menu at a South Coast Plaza restaurant. The nation's largest Vietnamese Lunar New Year Festival.

Each story is part of our county's multi-textured tapestry.

We're fascinated by it all.

And we cover it all.





OUR WHY

Cultural journalism has experienced a dramatic decline in Orange County over the past decade. The sixth-most populous county in the nation suffers from almost no coverage of its cultural life in its principal news outlets.

By 2018, the two large-circulation newspapers that cover Orange County (*LA Times*, *OC Register*) had laid off their entire full-time arts/culture staff. A third major paper that covered the arts closed entirely in 2019 (*OC Weekly*).

In September 2018, we started the Arts & Culture section with *Voice of OC* to counteract these trends.

Culture OC is the continuation and evolution of that work.

OUR ACCOMPLISHMENTS (SO *FAR!*)



47%

OPEN RATE

Average open rate for the email newsletter we send out 3x times per week.



500+

STORIES PUBLISHED

Covering theater, music, dance, visual arts, food and community culture.



80+

AWARDS

Our team of writers have earned major honors including 14 National Arts Journalism Awards

OUR TEAM



Paul Hodgins
Publisher

Hodgins co-founded the Arts & Culture section at *Voice of OC*. He covered theater, dance and classical music at *The Orange County Register* for 25 years.



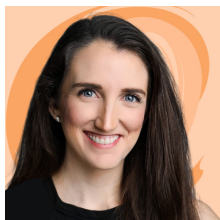
Heide Janssen
Managing Editor

Janssen co-founded the Arts & Culture section at *Voice of OC*. She was the founding editor of the Varsity Arts section at *The Orange County Register*.



Richard Chang
Senior Editor

Chang was senior editor for Arts & Culture at *Voice of OC* and the *L.A. Weekly* and a longtime visual arts reporter for *The Orange County Register*.



Kaitlin Wright
Associate Managing Editor

Wright was a contributing writer for *Voice of OC* and a staff writer for *The Orange County Register*. She also has a background in digital marketing.



OUR AUDIENCE

OC POPULATION

Orange County population: 3.187 million (2020). 6th largest county in the U.S. by population. ¹ 5% expected increase in population by 2040. ²

HOUSEHOLD INCOME

Median household income: \$115,229 (2024). Making it the 8th richest county in California. ³

EDUCATION LEVEL

Adult population with Bachelor's degree or higher (2024): 44.7% (CA. average: 38.1%). ⁴

INDUSTRY AVAILABILITY

Creative economy employment growth expected to increase 6.6% by 2035. ⁵

1: US Census Bureau. Decennial Census 2: ocgov.com's 2018 Orange County Community Indicators Report




3: usafacts.org 4: US Census Bureau 5: Orange County Business Council Analysis of Lightcast Data

 CULTURE OC
2026

RATES & OFFERS



2026 RATE CARD

Unit	Placement	Specs	Investment
Leaderboard	Top of homepage and all story pages	1456 x 180 (desktop) 640 x 100 (mobile)	\$150 per day \$800 per week Max of 2 advertisers in rotation
Medium Rectangle	Side rail of homepage and all story pages	600 x 500	\$250 per week 
Upcoming Events Carousel	Homepage and end of all story pages	600 x 500	\$150 per week per event Max 6 events per week
Email Newsletter Banner	Culture OC newsletter	600 x 125	\$800 per week  Avg. 3 newsletter sends per week
In-Story Ads 	Embedded within editorial content	1200 x 250 (desktop) 600 x 125 (mobile)	Reviews: \$400 (2 weeks) Previews/Holiday Roundups: \$800 (4 weeks) Seasonal Roundups: \$2,400 (12 weeks)

All ads: JPG or PNG. Desktop max 500KB; mobile max 200KB.

Discounts available for multi-week runs of any consecutive ad placement.

PRESALE PERIODS



Jan. 01 – Jan. 15



May 15 – 31

Save 25% when you reserve an ad placement in advance during our special presale periods.

Placements can be reserved for any time in the 2026 calendar year. Final art is not due at the time of reservation. Pre-reserved placements can be canceled with no penalty up to 10 days before the scheduled run.

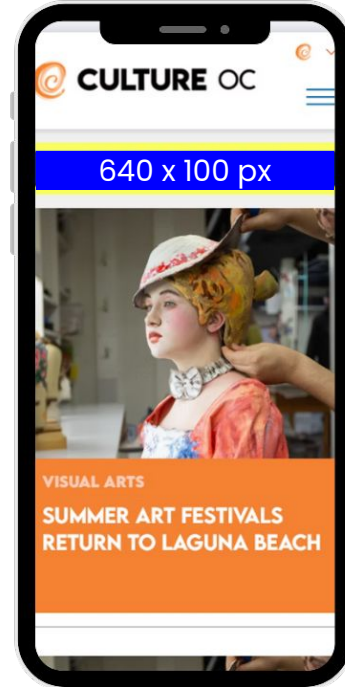
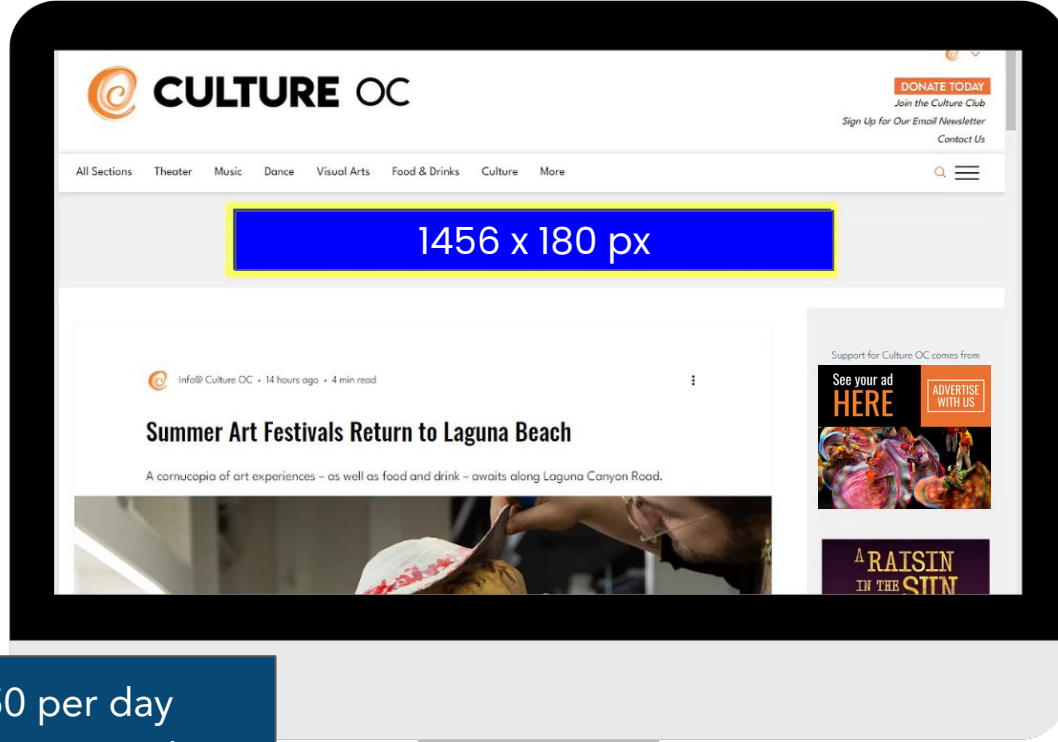
RESERVE AN AD

2026 DISCOUNT OPPORTUNITIES

Best value!

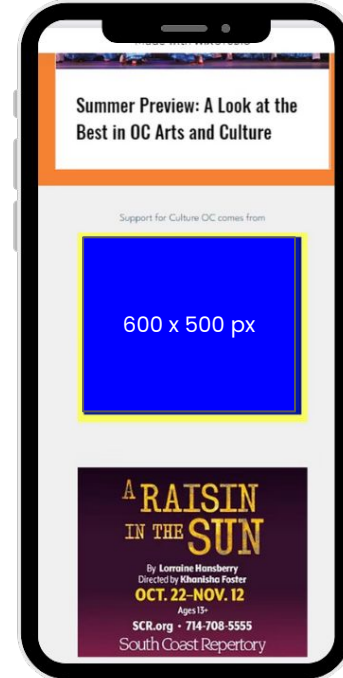
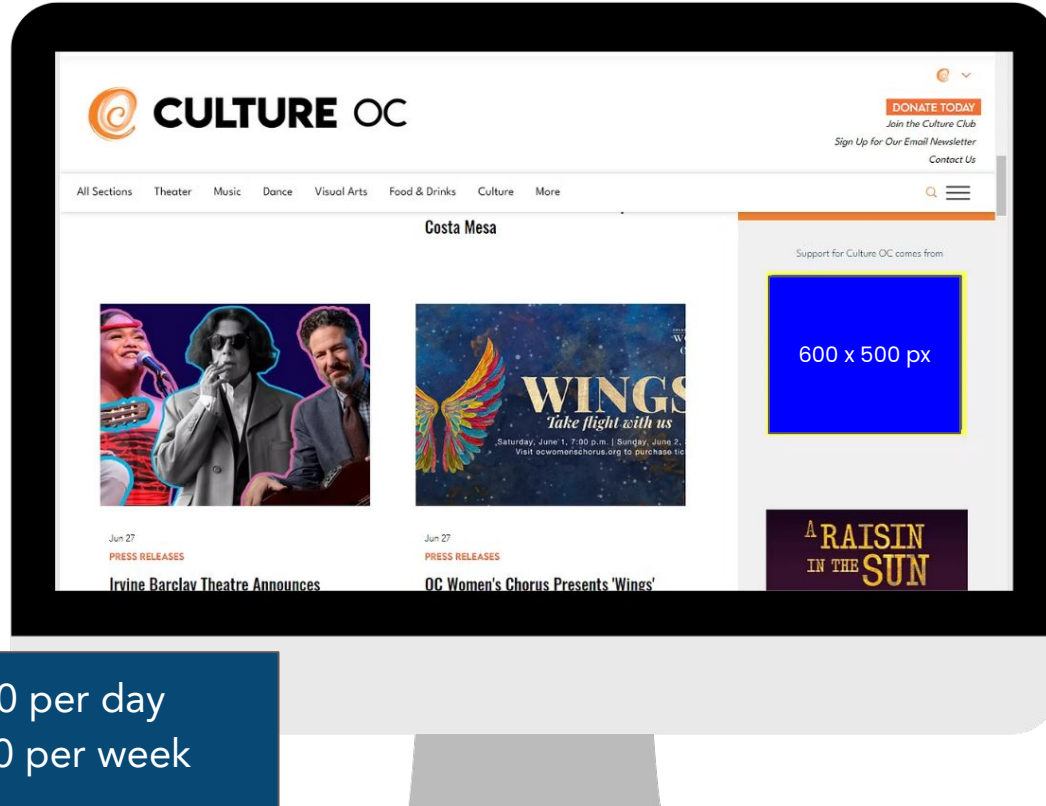
Unit	10% OFF – OC Theatre Guild Discount (cannot be combined)	25% OFF – Presale Rates
Leaderboard	\$135/day · \$720/week	\$112.50/day · \$600/week
Medium Rectangle	\$45/day · \$225/week	\$37.50/day · \$187.50/week
Email Newsletter Banner	\$315/day · \$720/week	\$262.50/day · \$600/week
Upcoming Events Carousel	\$135/week	\$112.50/week
In-Story Ads – Reviews	\$360	\$300
In-Story Ads – Previews / Holiday	\$720	\$600
In-Story Ads – Seasonal Roundups	\$2,160	\$1,800

LEADERBOARD AD



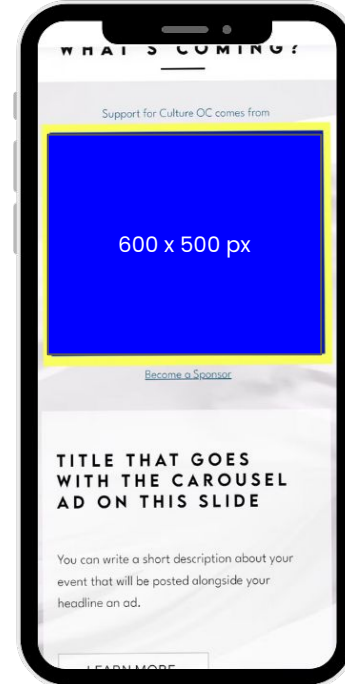
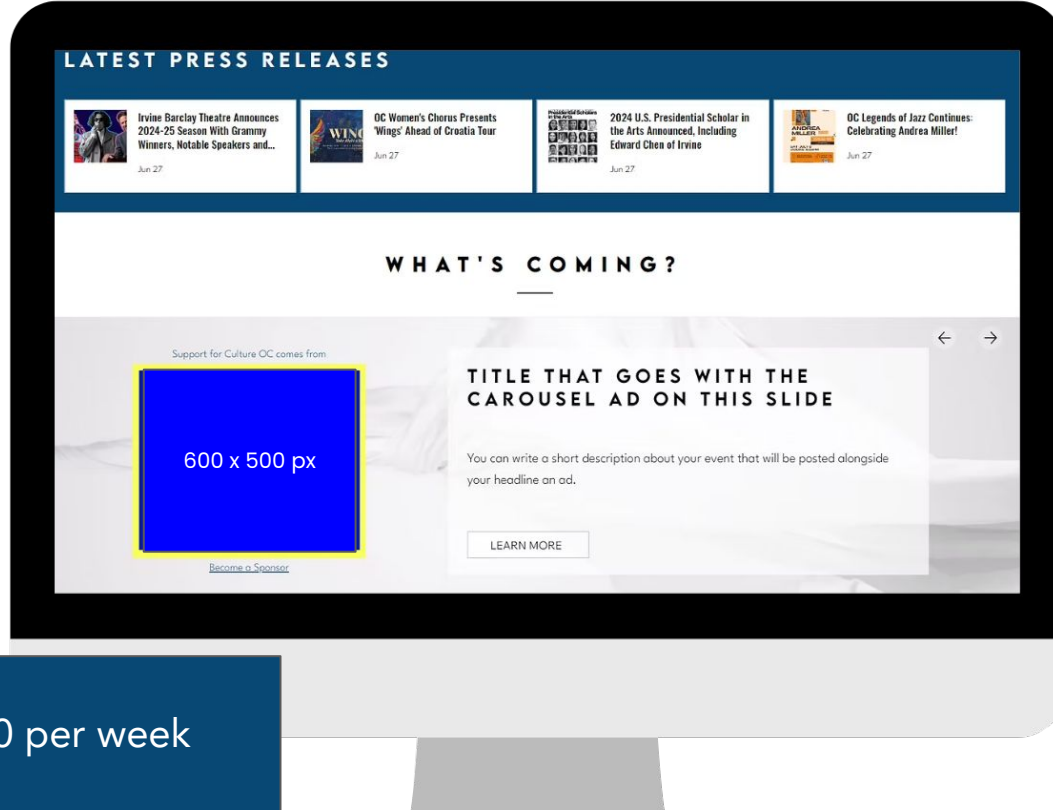
\$150 per day
\$800 per week

MEDIUM RECTANGLE AD



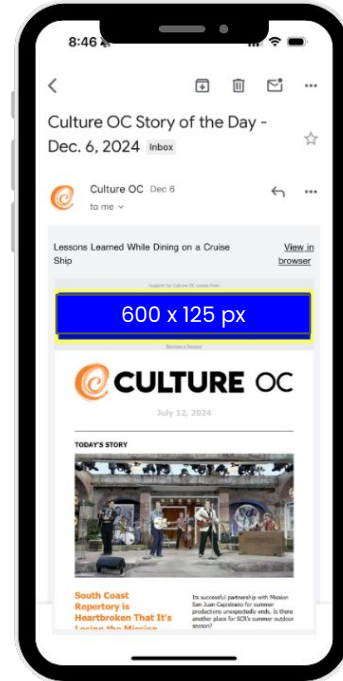
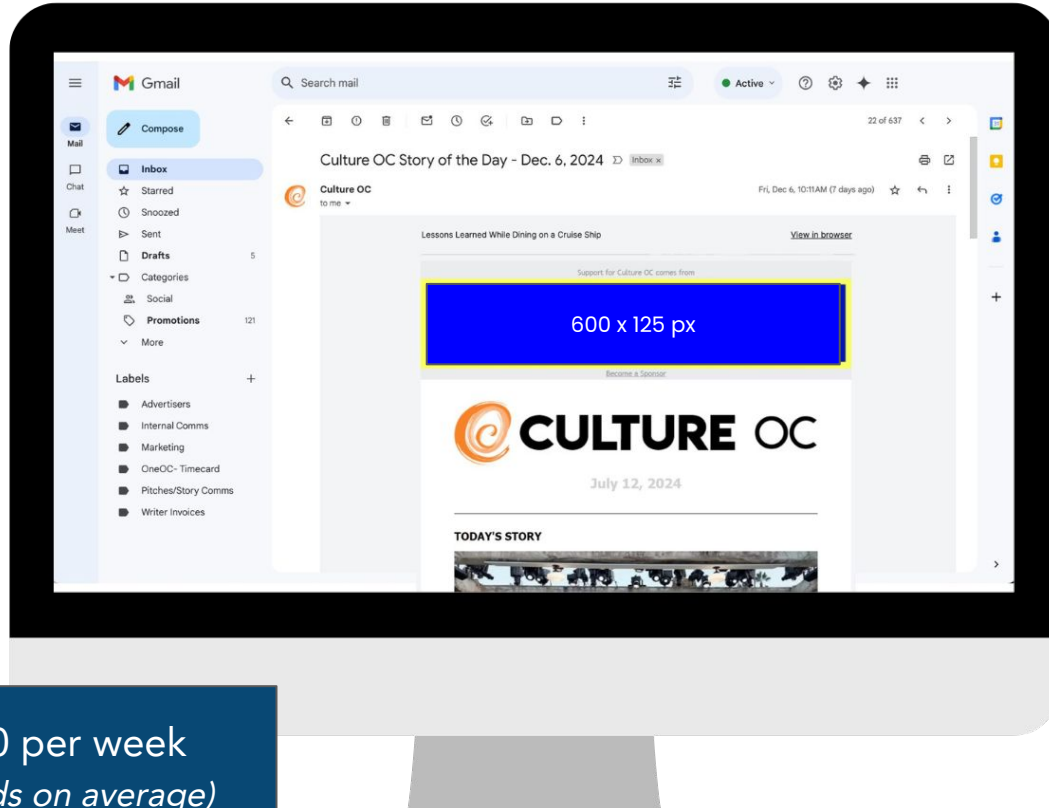
\$50 per day
\$250 per week

UPCOMING EVENTS CAROUSEL AD



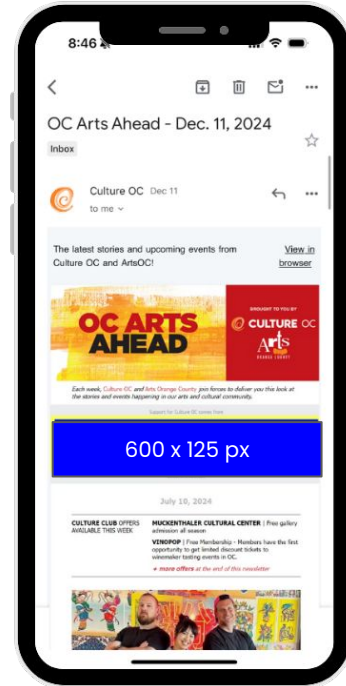
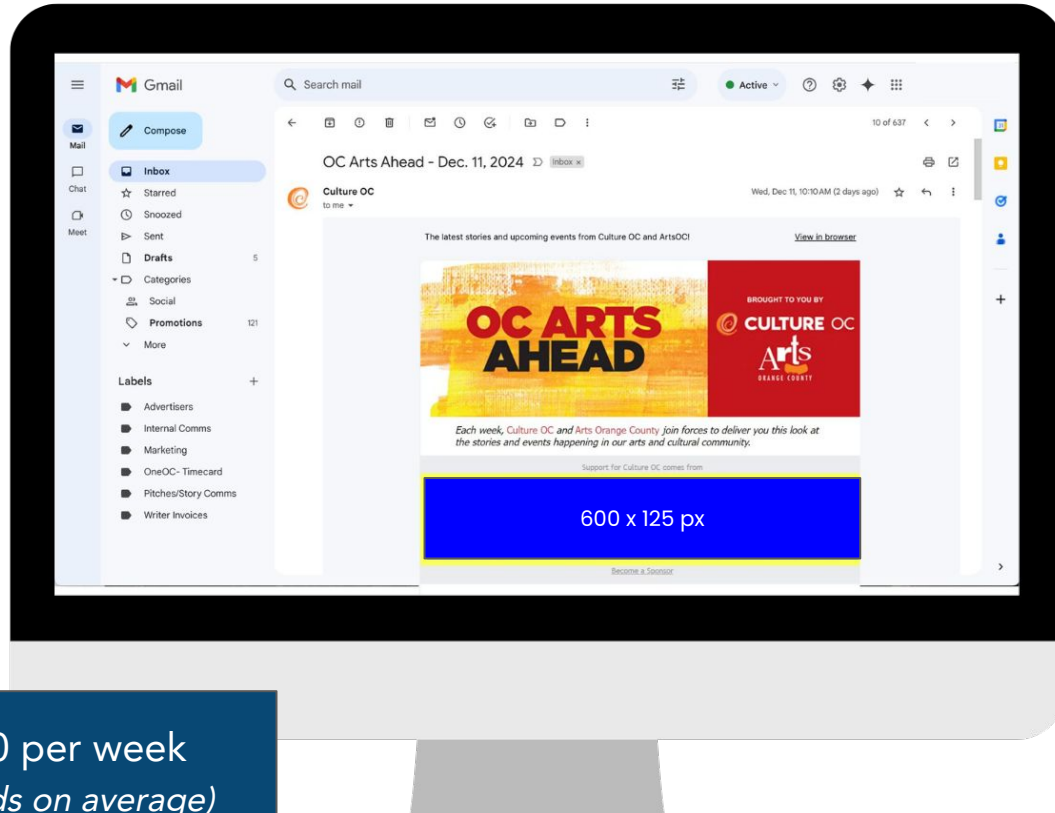
\$150 per week

EMAIL NEWSLETTER BANNER (Monday & Friday Placement)



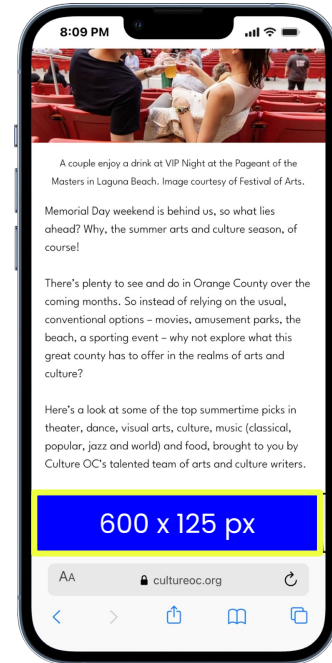
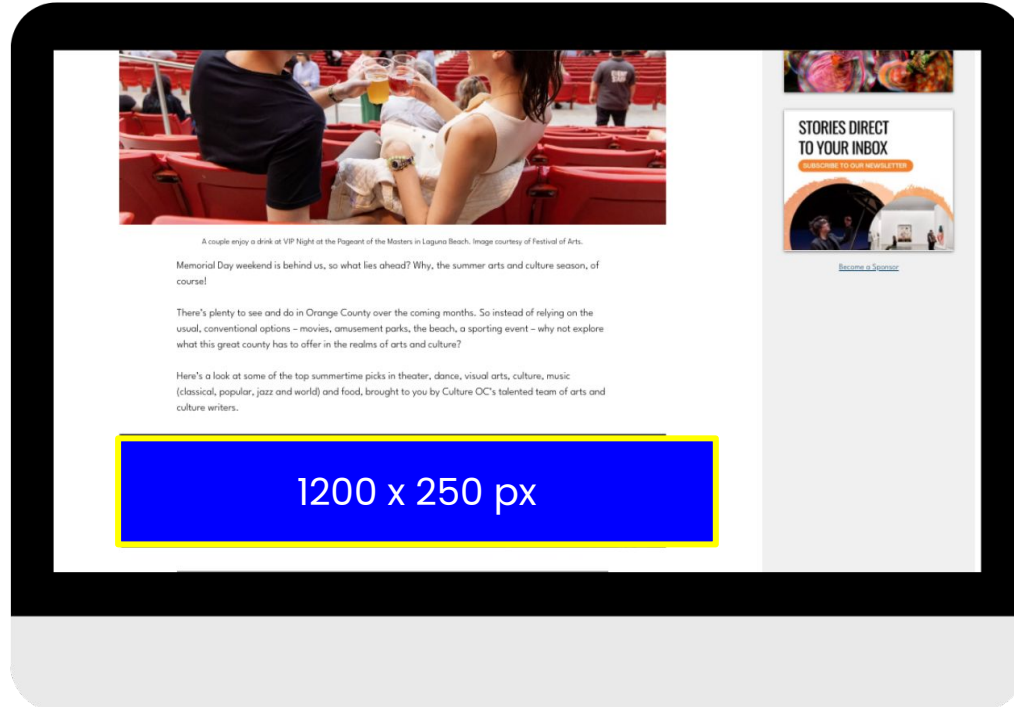
\$800 per week
(3 sends on average)

EMAIL NEWSLETTER BANNER Wednesday (in partnership with ArtsOC)



\$800 per week
(3 sends on average)

IN-STORY ADS



Reviews: \$400 (2 weeks)
Previews/Holiday Roundups: \$800 (4 weeks)
Seasonal Roundups: \$2,400 (12 weeks)



Photo courtesy of Laguna Art Museum

SPONSOR AN AD TODAY

Click the button below to place a reservation for a future ad and/or submit an ad today!

SUBMIT AD CONTENT



 CULTURE OC
2026

SPECIAL OFFERS

Photo courtesy of Pacific Symphony/Doug Gifford



Photo courtesy of Pacific Chorale

In our weekly Wednesday newsletter, we share exclusive offers from arts organizations with our subscribers. These might include ticket discounts, free admission, priority seating, or any other creative offer you can dream up. Any newsletter subscriber can access these offers.

Listing a special offer is **FREE** for you and is a great way to create awareness for your organization.

You could offer...

- DISCOUNTS
- PRIORITY REGISTRATION
- SPECIAL EVENTS
- EXCLUSIVE ADD-ONS

EXAMPLE OFFERS


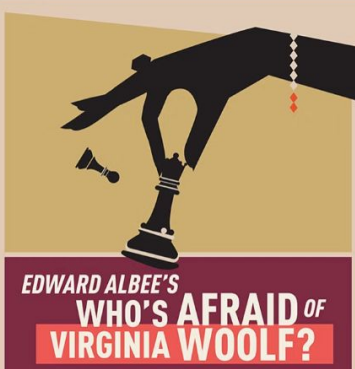


SOUTH COAST REPERTORY	SOUTH COAST REPERTORY	PACIFIC SYMPHONY	MUCKENTHALER CULTURAL CENTER
\$52 Tickets	\$52 Tickets	20% Off Concert Tickets	Buy One, Get One
			
Click Here to Purchase	Click Here to Purchase	Click Here to Purchase	Click Here for Info
<p>"GOD OF CARNAGE"</p> <p>Jan. 27-28 @ 7 p.m.</p> <p>\$52 preview tickets, Section A and B only. Limit 4.</p> <p>Use the promo code: CULTURE</p>	<p>"WHO'S AFRAID OF VIRGINIA WOOLF?"</p> <p>Jan. 25 @ 7 p.m. & Jan. 29 @ 7:30 p.m.</p> <p>\$52 preview tickets, Section A and B only. Limit 4, for Edward Albee's "Who's Afraid of Virginia Woolf?"</p> <p>Use the promo code: CULTURE</p>	<p>SELECT CONCERTS</p> <p>Ongoing</p> <p>We are thrilled to give Culture OC donors special access to our Classical, Pops, and Family concerts. (Offer not valid for special events and The Nutcracker for Kids.)</p> <p>Use the promo code: CULTUREOC</p>	<p>GALLERY ADMISSION</p> <p>Ongoing</p> <p>Mention CultureOC and get two for one admission to The Muck Gallery when purchasing admission in person. Please check website to check gallery viewings and availability.</p>



Photo by Ashley Ryan, Culture OC

LIST A SPECIAL OFFER FOR THE CULTURE CLUB

Listing an offer for our subscribers is FREE.
Click the button below to fill out our form.

SUBMIT AN OFFER

A group of dancers in a studio performing a choreographed routine with dynamic poses. The dancers are wearing casual clothing like t-shirts and leggings. The studio has a high ceiling with exposed wooden beams and track lighting. Artwork is visible on the white walls.

 ENCORE CONTENT

2026

ENCORE
CONTENT



Photo courtesy of the Colburn School/Abby Mahler

What is Encore Content?

In today's fast-paced world, grabbing attention – *and keeping it* – is harder than ever. Encore Content by Culture OC offers white-labeled editorial support from veteran arts journalists who understand your audience and your mission.

Encore Content helps you:

- ✓ Boosts traffic and audience engagement
- ✓ Strengthens brand credibility and loyalty
- ✓ Expands reach through Culture OC's platform

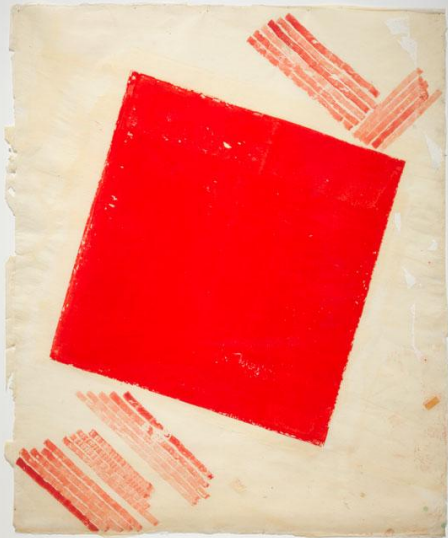


SPONSORED CONTENT

Stories on OUR Website

- **Paid partnership stories published on Culture OC and clearly labeled as Encore Content**
- Professionally written and edited by our award-winning editorial team
- Editorial-style features that highlight your mission, people, events, or initiatives
- Created in collaboration with you while adhering to journalistic standards
- Includes prominent site placement and social media promotion

Investment: Packages begin at \$1,500, with pricing based on length, complexity, and promotional reach



CONTENT ENRICHMENT

Content for YOUR Website

- White-labeled editorial support from veteran arts journalists who understand your audience and mission
- Expert-crafted content that drives engagement, supports sales, and builds brand trust
- Flexible support for both campaign-based and evergreen content needs

Includes:

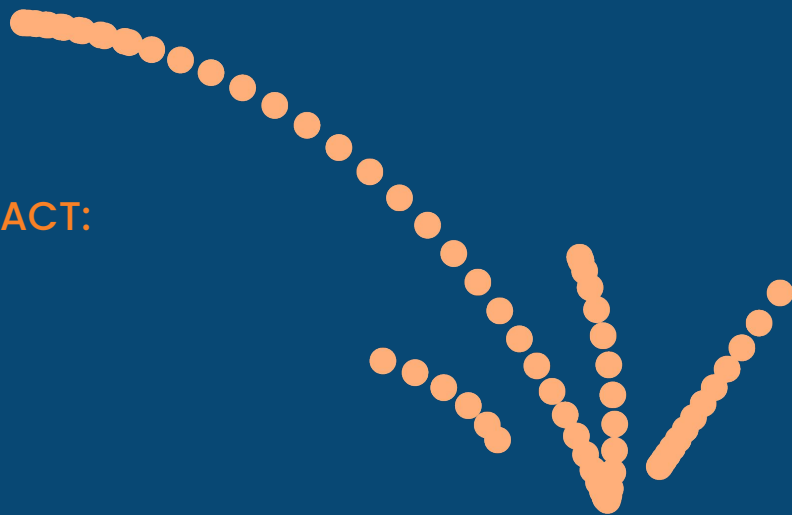
- Press releases • Blog & artist features • Social copy • Email subject lines
- Program notes • Fact sheets • Organizational storytelling

Investment: Custom pricing based on scope

Thanks!

FOR MORE INFORMATION PLEASE CONTACT:

Paul Hodgins, Publisher
phodgins@cultureoc.org



Culture OC is fiscally sponsored by OneOC, a 501(c)(3) nonprofit organization.