



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.



Photo courtesy of Northeastern Theatre



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  New reduced price!
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  New reduced price! Avg. 3 newsletter sends per week
In-Story Ads  New offering!	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.

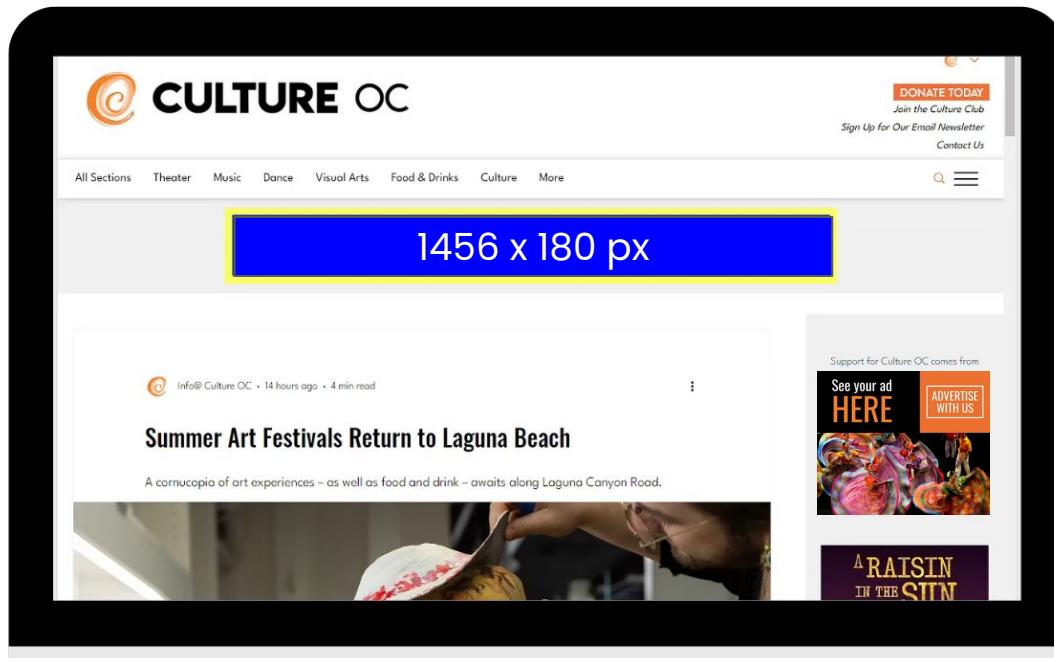
RESERVE AN AD

2026 DISCOUNT OPPORTUNITIES

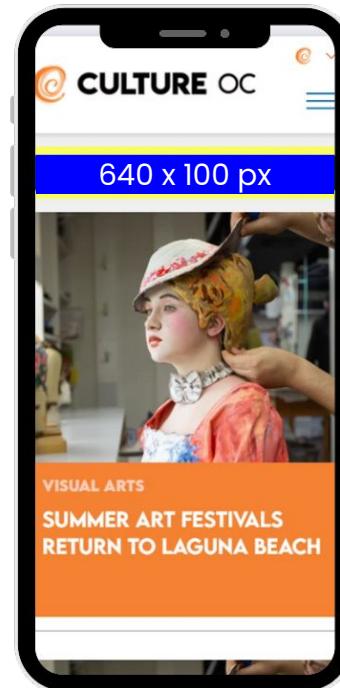
Best value!

Unit	10% OFF – OC Theatre Guild Discount <i>(cannot be combined)</i>	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

CULTURE OC

All Sections Theater Music Dance Visual Arts Food & Drinks Culture More

Costa Mesa

Jun 27 PRESS RELEASES Irvine Barclay Theatre Announces

Jun 27 PRESS RELEASES OC Women's Chorus Presents 'Wings'

600 x 500 px

A RAISIN IN THE SUN

\$50 per day
\$250 per week

Summer Preview: A Look at the Best in OC Arts and Culture

Support for Culture OC comes from

600 x 500 px

Support for Culture OC comes from

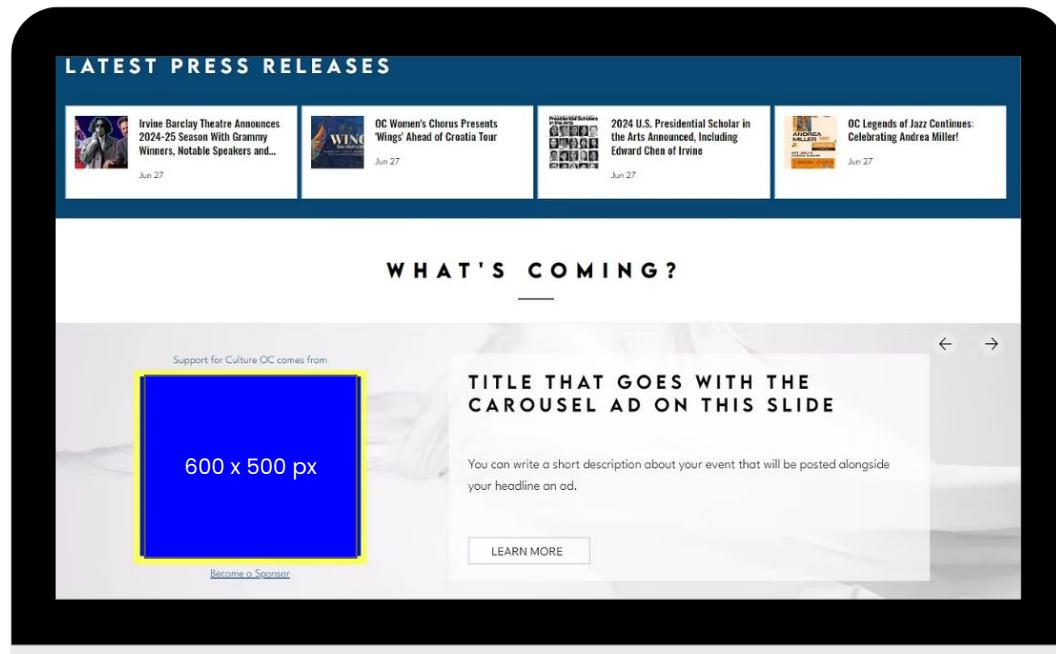
600 x 500 px

A RAISIN IN THE SUN

By Lorraine Hansberry
Directed by Khamisha Foster
OCT. 22-NOV. 12
Ages 13+
SCR.org • 714-708-5555
South Coast Repertory

CULTURE OC

UPCOMING EVENTS CAROUSEL AD



LATEST PRESS RELEASES

Irvine Barclay Theatre Announces 2024-25 Season With Grammy Winners, Notable Speakers and... Jun 27

OC Women's Chorus Presents 'Wings' Ahead of Croatia Tour Jun 27

2024 U.S. Presidential Scholar in the Arts Announced, Including Edward Chen of Irvine Jun 27

DC Legends of Jazz Continues: Celebrating Andrea Miller! Jun 27

WHAT'S COMING?

Support for Culture OC comes from

600 x 500 px

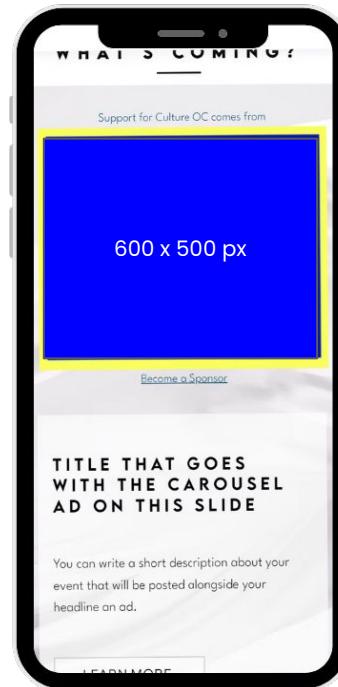
[Become a Sponsor](#)

TITLE THAT GOES WITH THE CAROUSEL AD ON THIS SLIDE

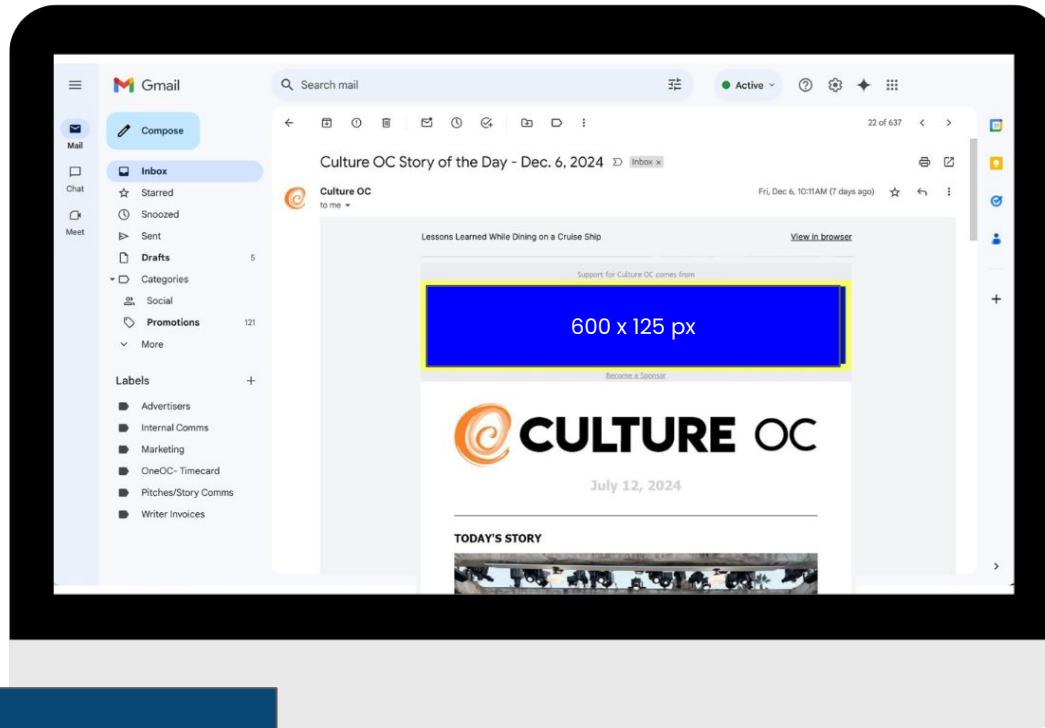
You can write a short description about your event that will be posted alongside your headline and ad.

[LEARN MORE](#)

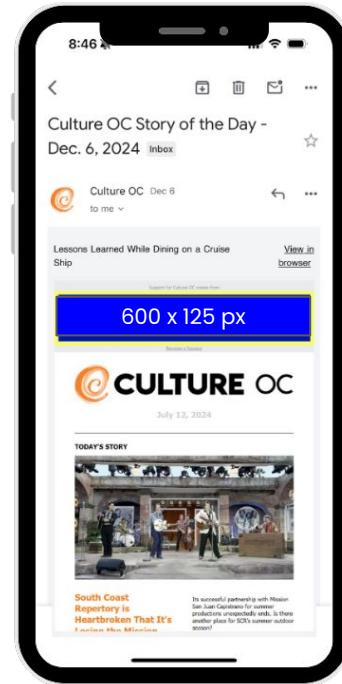
\$150 per week



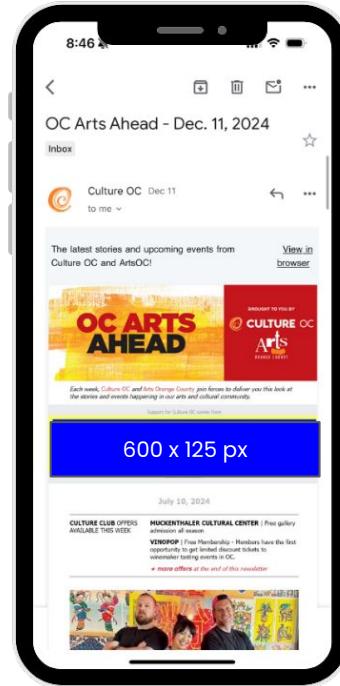
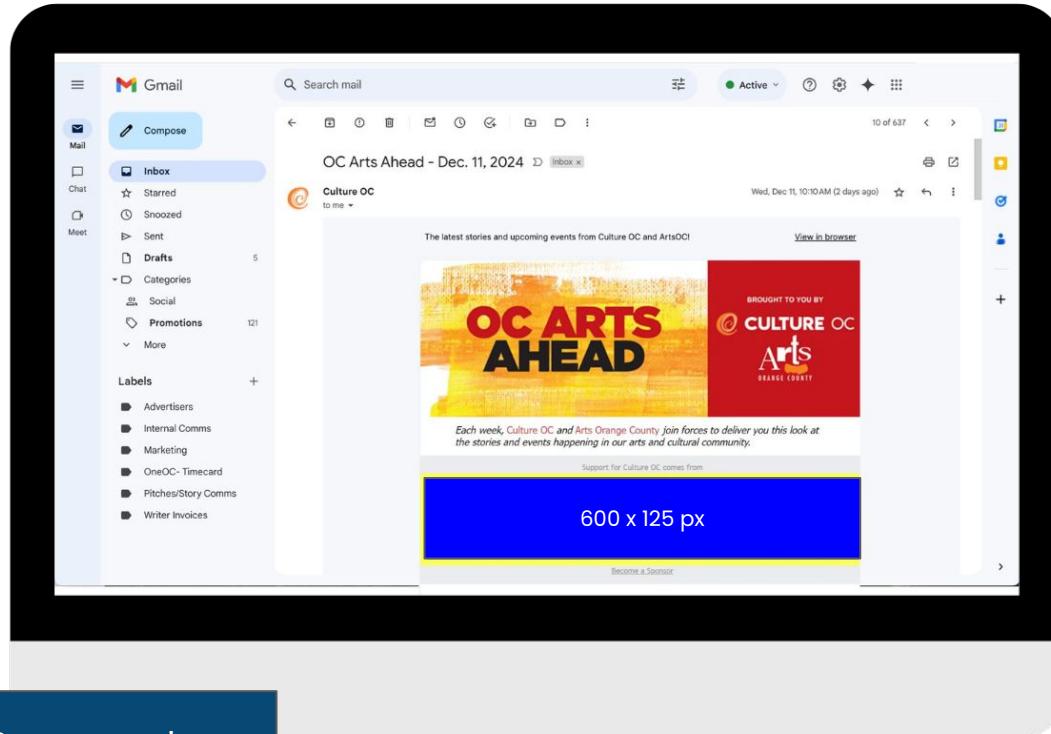
EMAIL NEWSLETTER BANNER (Monday & Friday Placement)



\$800 per week
(3 sends on average)

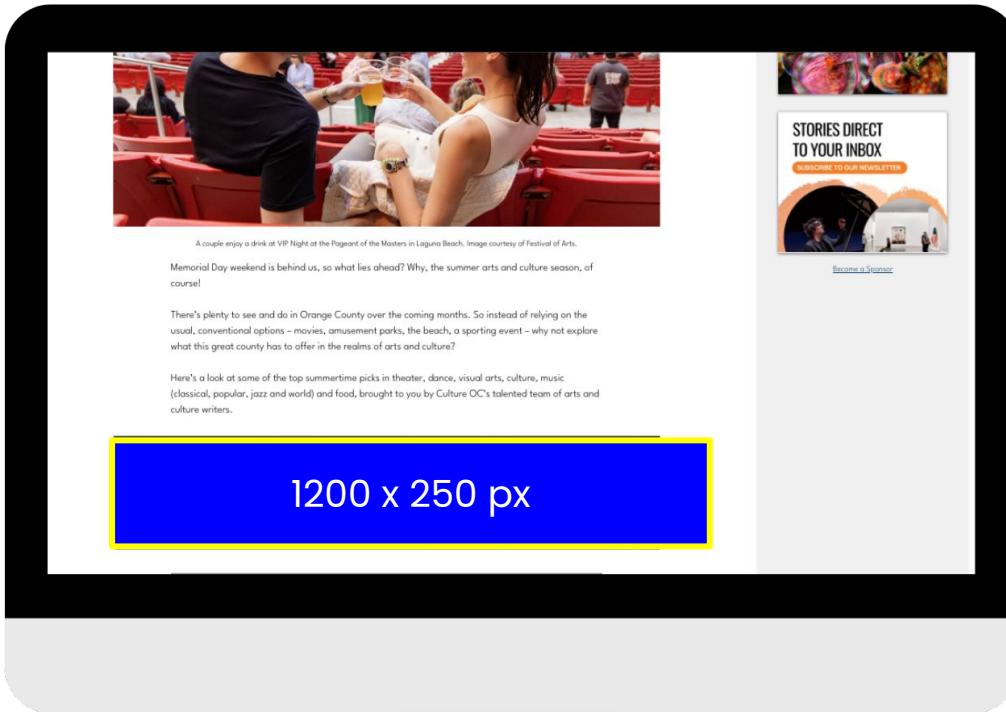


EMAIL NEWSLETTER BANNER Wednesday (in partnership with ArtsOC)



\$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)

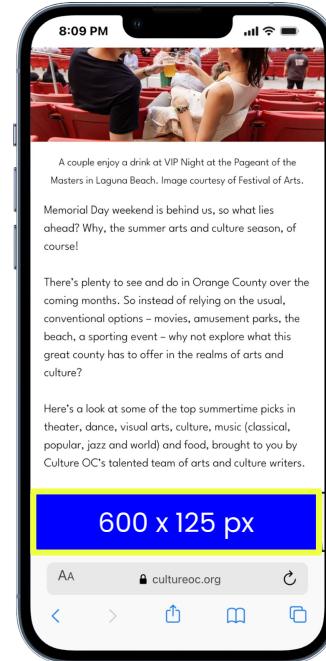




Photo courtesy of Laguna Art Museum

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

\$52 Tickets



GOD OF CARNAGE

[Click Here to Purchase](#)

"GOD OF CARNAGE"

Jan. 27-28 @ 7 p.m.

\$52 preview tickets, Section A and B only. Limit 4.

Use the promo code: **CULTURE**

SOUTH COAST REPERTORY

\$52 Tickets



**EDWARD ALBEE'S
WHO'S AFRAID OF
VIRGINIA WOOLF?**

[Click Here to Purchase](#)

"WHO'S AFRAID OF VIRGINIA WOOLF?"

Jan. 25 @ 7 p.m. & Jan. 29 @ 7:30 p.m.

\$52 preview tickets, Section A and B only. Limit 4, for Edward Albee's "Who's Afraid of Virginia Woolf?"

Use the promo code: **CULTURE**

PACIFIC SYMPHONY

20% Off Concert Tickets



[Click Here to Purchase](#)

SELECT CONCERTS

Ongoing

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.)

Use the promo code: **CULTUREOC**

MUCKENTHALER CULTURAL CENTER

Buy One, Get One



Muckenthaler

[Click Here for Info](#)

GALLERY ADMISSION

Ongoing

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.



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

ENCORE CONTENT

2026

ENCORE
CONTENT



Photo courtesy of Backhausdance/Kira Bartoli-Lemon



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



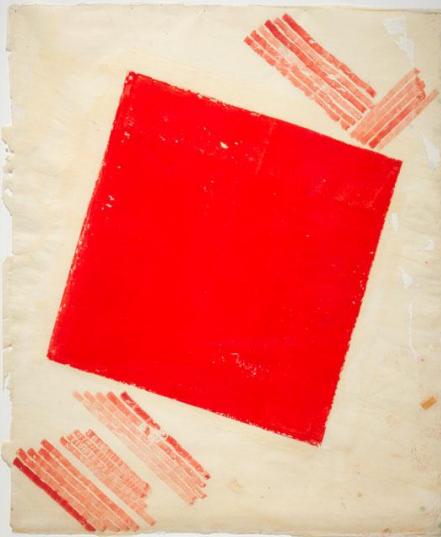
SPONSORED CONTENT

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

Photo courtesy of UC Irvine/Rose Eichenbaum, © UC Regents



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:

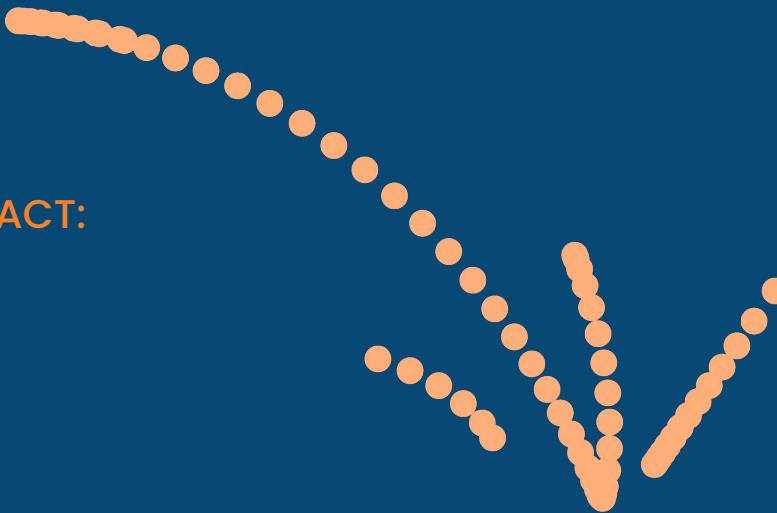
- Press releases • Blog & artist features • Social copy • Email subject lines
- Program notes • Fact sheets • Organizational storytelling

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.