

A photograph of an ornate interior space, likely a church or grand hall, featuring a large, intricate chandelier and a pipe organ with gold-colored pipes. The ceiling is highly decorated with gold leaf patterns and sculptures. In the foreground, the backs of several people are visible as they look towards the organ.

# FY2025 Co-Op Advertising Opportunities

Cultural Council for Palm Beach County + Push  
*Prepared exclusively for cultural organizations*



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**Print**

# In-State Insertions

*In-State Circulation*

# Palm Beach Media Group - *art&culture* Magazine

## Oct 24 / Jan 25 / Apr 25

Special co-op match program for the Fall 2024, and Winter and Spring 2025 issues!

### What type of audience does this package reach?

Cultural Council members and donors, plus cultural tourists staying in select hotels in Palm Beach County. Contact Palm Beach Media Group for more information.

### What is included in this package?

(2) dedicated full page insertions

- 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 many packages are available?

12 packages available (4 partners per issue)

What packages are available? *Please contact Dee Wade for latest availability*

#### Fall Issue (October 2024) - **SOLD OUT**

- Registration/Creative Due: 8/27/24
- \$2,250 per partner

#### Winter Issue (January 2025) - **1 spot remaining!**

- Registration/Creative Due: 11/1/24
- \$2,250 per partner

#### Spring/Summer Issue (April 2025) - **3 spots left**

- Registration/Creative Due: 2/1/25
- \$2,250 per partner

### What does my organization need to provide?

- 2 full page ad creatives
  - Ads must include Council/Discover logos

### How do I register?

Please contact Dee Wade at [dwade@palmbeachmedia.com](mailto:dwade@palmbeachmedia.com) to reserve your space.

**\*Billing Note:** Partners will be invoiced via Palm Beach Media Group 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  
**50% Savings!**



In-State Circulation

# Jupiter Magazine

## Dec 2024 & Jan 2025

# 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?

- 17,000 Monthly Circulation
- 63% Female readership
- 64 Median Age
- 40% have a HHI above \$200k

### What is included in this package?

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

### How many packages are available?

7 packages available

### What packages are available?

Arts & Entertainment Guide (Dec/Jan)

- (1) Full-page full color ad - **SOLD OUT**
  - Registration/Creative Due: 10/15/24
  - \$2,000 per partner
- (4) Half-page *horizontal* full color ads | (2) Half-page *vertical* full color ads - **SOLD OUT**
  - Registration/Creative Due: 10/15/24
  - \$1,100 per partner

### What does my organization need to provide?

- Full Page Ad: 7.7222" x 7.0061" high-res press PDF
- 1/2 Page Horizontal: 7" x 3.5" high-res press PDF
- 1/2 Page Vertical: 3.5" x 7 high-res press PDF

### How do I register?

\*\*\*New procedure this year! Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.



**Full Cost: \$8,236**  
**CCPBC Co-Op Package Cost: \$1,100 - 2,000/package**  
**76% - 87% Savings!**



In-State Circulation

# LocaliQ / USA Today network

## Dec 24 / Jan 25 / Feb 25 / Mar 25

The LocaliQ / USA Today network (locally *The Palm Beach Post*) offers opportunities to advertise within multiple drive market audiences outside of Palm Beach County through both print and digital circulation.

### What type of audience does this package reach?

Various audiences throughout the state of Florida.

### What is included in this package?

(3) 1/4 Page Print Ads + (3) Digital Paramount Ads that run the full month

### How many packages are available?

16 packages available (1 partner per package, per market, per month)

### What packages are available?

**Naples Daily News** (Dec 24 / Jan 25 / Feb 25 / Mar 25)

- \$1,305 per partner

**Sarasota Herald-Tribune** (Dec 24 / Jan 25 / Feb 25 / Mar 25)

- \$1,150 per partner

**Jacksonville Times Union** (Dec 24 / Jan 25 / Feb 25 / Mar 25)

- \$1,220 per partner

**Daytona News Journal** (Dec 24 / Jan 25 / Feb 25 / Mar 25)

- \$1,220 per partner

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

14 days prior to live date

### What does my organization need to provide?

- 1/4 Page Ad: 6" x 9.95" high-res press PDF
- 1366x585, 1040x585, 645x768 digital banners
- URL

### How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

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



**Non-Partner Cost:** \$2,262 - \$2,607/insertion  
**CCPBC Co-Op Package Cost:** \$1,150 - \$1,305  
**50% Savings!**



In-State Circulation

# Florida Weekly

## MOSAIC 4-Page Spread Apr / May 2025



Participate in a four-page MOSAIC spread alongside fellow cultural organizations for Florida Weekly's out-of-market audience during late April/early May.

### What type of audience does this package reach?

This placement will be featured in the Palm Beach, Fort Myers, Naples and Charlotte County editions of Florida Weekly.

### What is included in this package?

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

### How many packages are available?

Up to 24 packages available

### What packages are available? *Please contact Cindy Giles for latest availability*

#### 1/4 page

- Registration/Creative Due: 3/1/25
- \$260 per partner

#### 1/2 page

- Registration/Creative Due: 3/1/25
- \$520 per partner

#### Full page

- Registration/Creative Due: 3/1/25
- \$1,040 per partner

### How do I register?

Please contact Cindy Giles at [cindy.giles@floridaweekly.com](mailto: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: \$260 - \$1,040**

3 editions for the price of 1

**67% Savings!**



# National Insertions



National Circulation

# Fine Arts Connoisseur

Jan / Feb 2025

# 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?

67,000 readers per issue

### What is included in this package?

Inclusion in one full page ad. Each partner will receive a specific highlight in a full page ad alongside 1 other participating partner.

### How many packages are available?

2 packages available

### What packages are available?

**Jan / Feb 2025 Issue - Museum & Gallery Guide - 1 spot remaining!**

- Registration/Creative Due: 11/1/24
- \$2,000 per partner

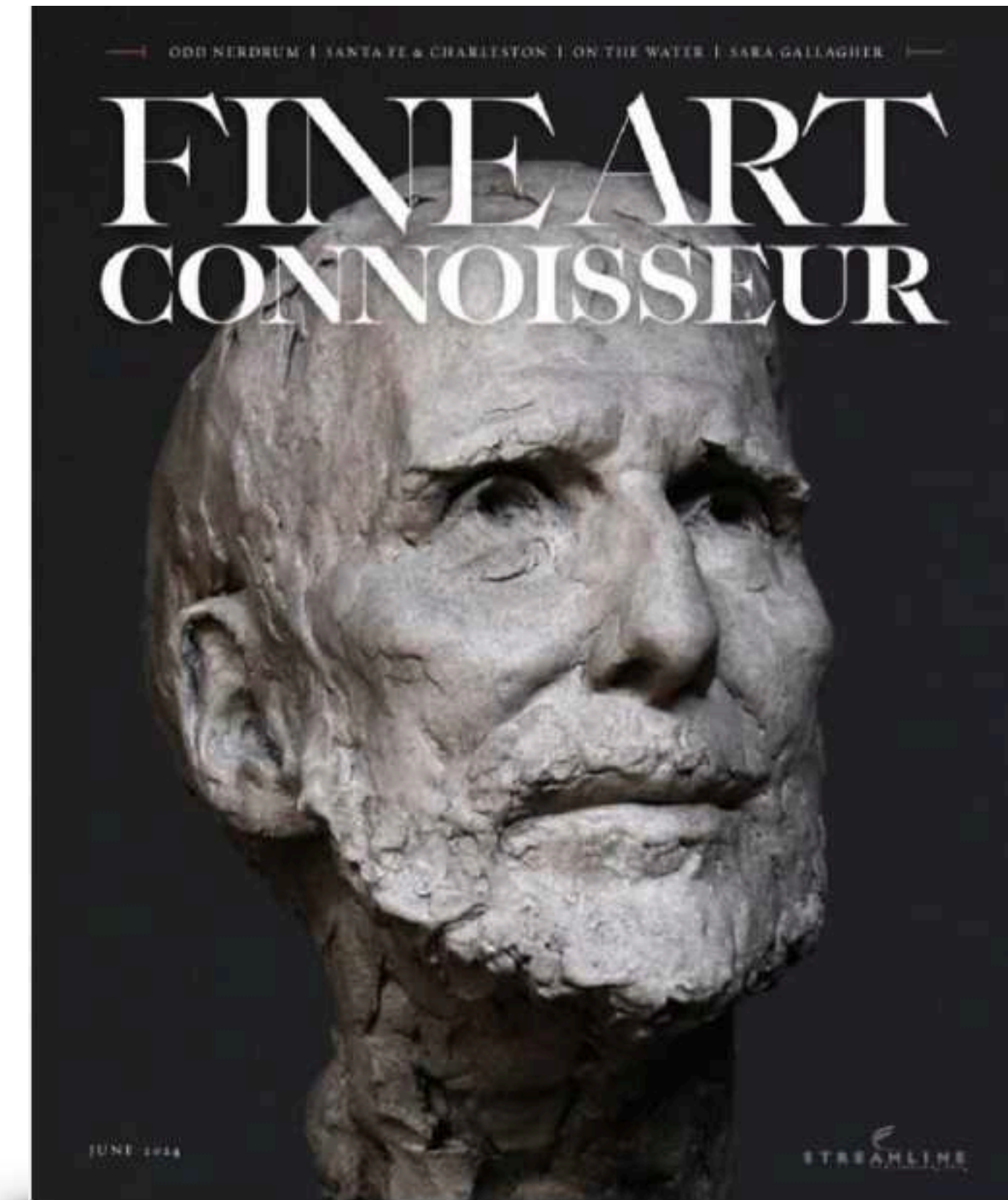
### What does my organization need to provide?

- 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

### How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

**\*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:** \$2,000/insertion per partner  
**67% Savings!**



National Circulation

# Cultured Magazine

Feb / Mar 2025

Cultured Magazine serves its readers 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?

Inclusion in one full page ad. Each partner will receive a specific highlight in a full page ad alongside 1 other participating partner.

## How many packages are available?

2 packages available

## What packages are available?

**Art & Entertainment (Feb / Mar 2025) - SOLD OUT**

- Registration/Creative Due: 12/4/24
- \$2,500 per partner

## What does my organization need to provide?

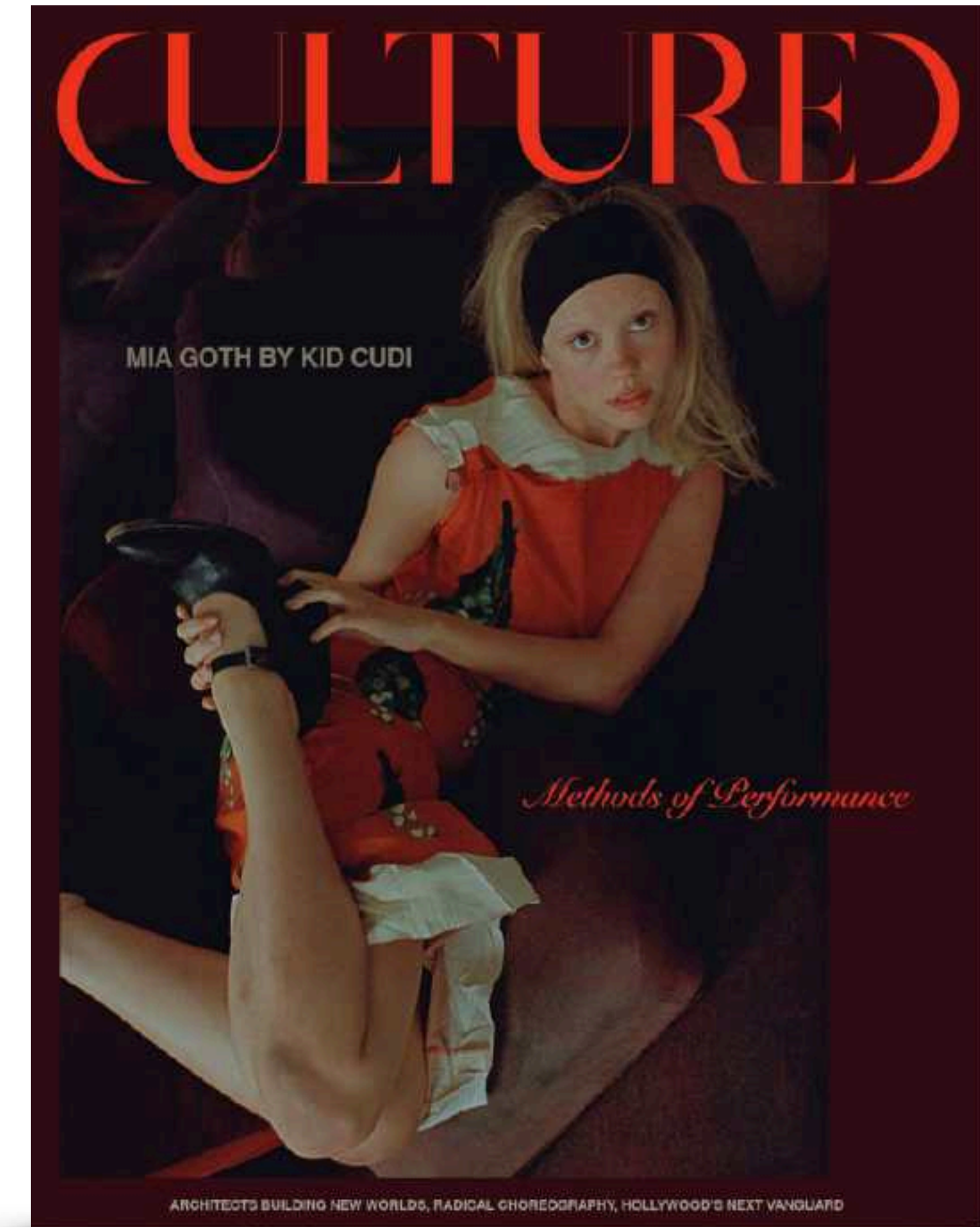
- Ad creatives to be designed by Push and require approval
- Images + Organization Logo
  - Images should be vibrant, exciting and relevant to the content
  - Large, high-resolution images are required and should be sent in TIF, JPG or PNG file format
- Copy points about your organization/upcoming events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

## How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

**\*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:** \$2,500/insertion per partner  
**67% Savings!**



National Circulation

# Town & Country

April 2025

# TOWN&COUNTRY

As the entertaining and intellectual guide to good taste, elegant living and refined style, *Town & Country* chronicles the culture's significant people, places and moments with a voice that is all at once authoritative, definitive and more than a little bit raucous.

### What is the total reach of these packages?

Town & Country circulates to 2.6 million print readers *nationwide* each year.

### What is included in this package?

Inclusion in one full page ad. Each partner will receive a specific highlight in a full page ad alongside 1 other participating partner.

### How many packages are available?

2 packages available

### What packages are available?

#### **April 2025 Issue - Art & Design + travel**

- Registration/Creative Due: 1/10/25
- Cost per partner: \$7,295

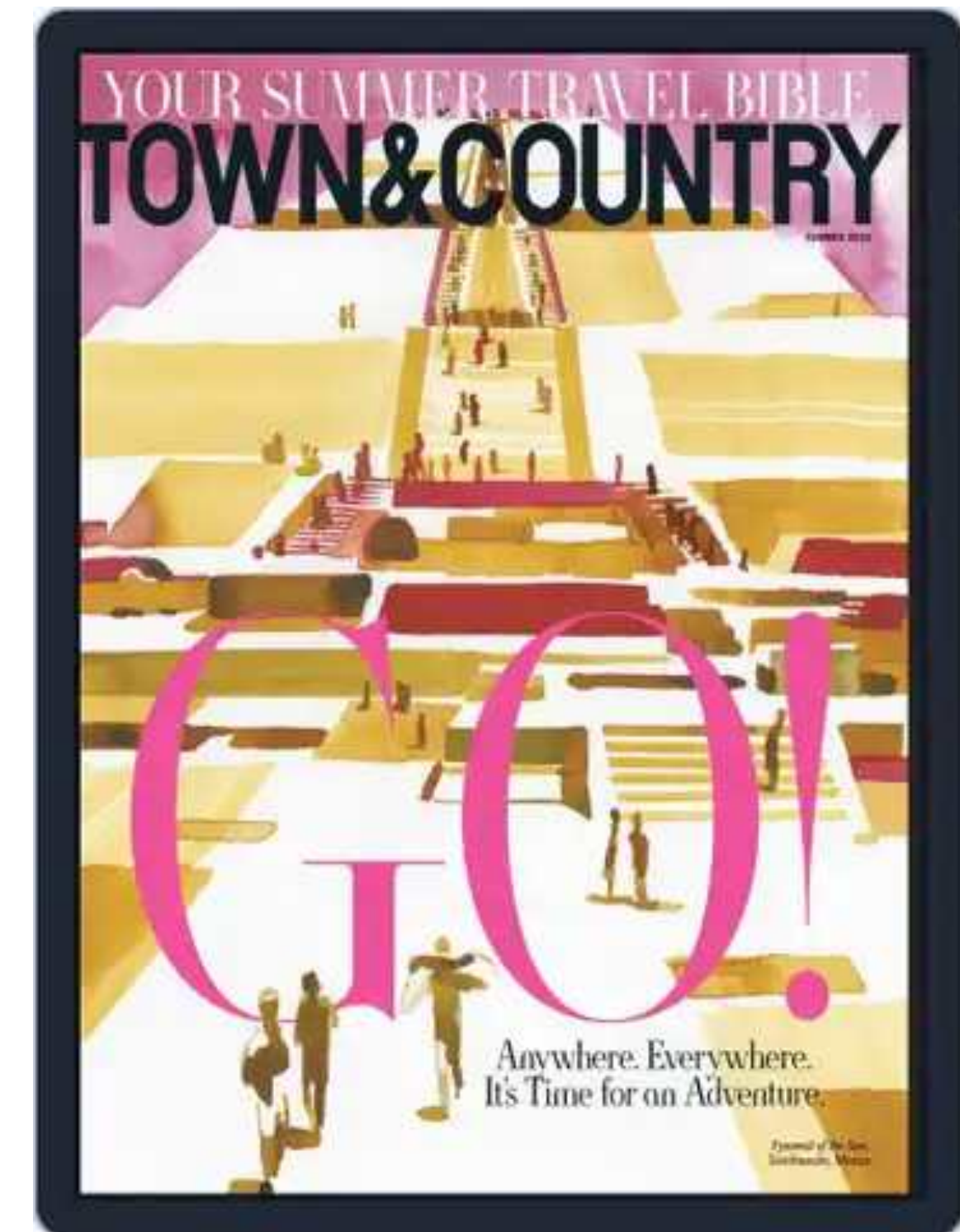
### What does my organization need to provide?

- 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

### How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

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



**Full Cost:** \$21,887/Full page insertion  
**CCPBC Co-Op Package Cost:** \$7,295/insertion per partner  
**67% Savings!**



National Circulation

# The New Yorker

## August 2025

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: 6.1M monthly print readers

Demographics:

- 4.8M of their readers are Gen Z and Millennials
- 1.5x C-Suite

### What is included in this package?

Inclusion in one full page ad. Each partner will receive a specific highlight in a full page ad alongside 1 other participating partner.

### How many packages are available?

2 packages available

### What packages are available?

**Fall Cultural Preview (Aug 2025) - 1 spot remaining!**

- Registration/Creative Due: 6/15/25
- \$8,565 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

### How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

**\*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:** \$8,565/Insertion per partner  
**67% Savings!**



National Circulation

# American Theatre

## Sept or Oct 2025

# AMERICAN THEATRE

THEATRE COMMUNICATIONS GROUP

American Theatre Magazine & AmericanTheatre.org delivers exclusive stories and content to those with strong interests in theatre and the performing arts.

### What type of audience does this package reach?

Members of the national and international professional theatre community.

### What is included in this package?

- Inclusion in Full Page Ad - Each partner will receive a specific highlight in a full page ad alongside 1 other participating partner.
- AT Weekly E-Newsletter Ad
- Leaderboard Banner Ad

### How many packages are available?

2 packages available

### What packages are available?

**Sept or Oct 2025 Insertion Print Ad + AT Weekly E-Newsletter Ad + Leaderboard Banner Ad - 1 spot remaining!**

- Registration/Creative Due: 7/15/24
- \$3,500 per partner

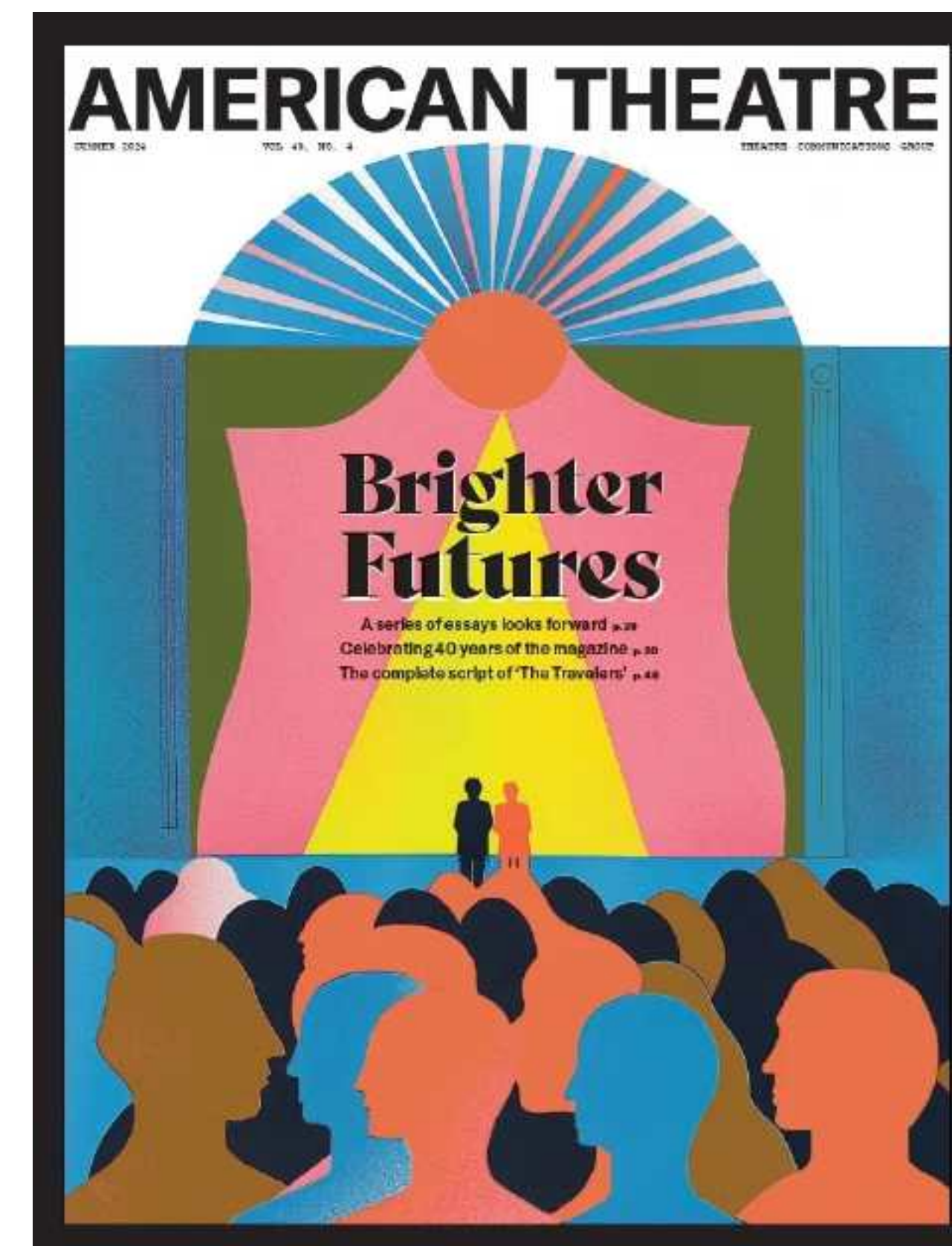
### What does my organization need to provide?

- Full Page Ad: Ad creative to be designed by Push and require approval
  - Images + Organization Logo
    - 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
- AT Weekly E-Newsletter Ad
  - 600 px wide x 165 px high creative in 72 dpi
  - URL
- Leaderboard Digital Banner Ad
  - 1000 px wide x 140 px high - 72 dpi
  - URL

### How do I register?

Please contact [ccpbc@pushhere.com](mailto:ccpbc@pushhere.com) to reserve your space.

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



**Full Cost:** \$5,600  
**CCPBC Co-Op Package Cost:** \$3,500/per partner  
**38% Savings!**



# Out of Home (OOH)



# 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 2024 - **SOLD OUT**
- January-February 2025 - **SOLD OUT**
- March-April 2025 - **SOLD OUT**
- May-June 2025 - **2 spots left**
- July-August 2025 - **SOLD OUT**
- September-October 2025 - **1 spot remaining!**

## How many packages are available?

**18** packages (4 partners per 2-month period)

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

The 1st of the month prior to run date (ie. If participating in Nov/Dec package, registration/creative is due by Oct 1).

**\*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:** \$2,750/2 mo.  
**CCPBC Co-Op Package Cost:** \$600 for 2 mo.  
**78% Savings!**





# Digital Placements



# 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)  
**- 1 month remaining!**

## 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 Insider Access Email - Featured Offer

## May 2025

The annual May Insider Access email is one of the most anticipated Council emails of the year for all their subscribers. Advertise your MOSAIC deal in the Featured Offers section to boost awareness and redemption rates!

### Insider Access Email Database:

- 38,500+ Subscribers
- 36% Open Rate
- 1.3% 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 - **SOLD OUT**

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

April 1, 2025

### 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.



Save on arts & cultural experiences during MOSAIC in The Palm Beaches

MOSAIC (Month of Shows, Art, Ideas and Culture) rings in its seventh year of fun in 2024! The one and only ongoing celebration of arts and culture in The Palm Beaches features more than 25 cultural offers for you to enjoy throughout the month of May.

Explore some featured offers below and don't forget to visit [mosaiccpbc.com](https://mosaiccpbc.com) to plan your MOSAIC experience today!

[CLICK TO SEE ALL MOSAIC OFFERS](#)



Palm Beach County  
Open Studios

On May 18 & 19 from 12-5 p.m., visitors are invited to interact with more than 90 professional artists in the spaces and studios where they create their work. Visit [OPENSTUDIOSCPBC.COM](https://openstudioscpbc.com) to explore our interactive map and download the guide to help you decide on where to go!

[START PLANNING](#)



Make MOSAIC Court

While MOSAIC's 25-plus three-day offers span the whole county and include everything from BOGO deals to steep discounts on experiences, we've selected seven standout offers that will get you moving and growing.

[EXPLORE](#)

**YOUR  
AD  
HERE**



Jupiter Inlet Lighthouse &  
Museum

Now through May, come and experience Any Hometown Sculpture Gardening with us, get one 50% off admission. Please redeem in person.

[LEARN MORE](#)

READY FOR A DOUBLE BOGE OF FUN? Don't miss out on our exclusive MOSAIC offer! Simply mention this ad in the gift shop when purchasing your tickets, and voila! You'll score a BOGO deal—that's right, buy one ticket and get one FREE!

[LEARN MORE](#)

← Image

← Description

← URL

**CCPBC Co-Op Package Cost:  
\$500**



# MOSAIC Insider Access Email - Featured Partner Ad May 2025

The annual May Insider Access email is one of the most anticipated Council emails of the year. Advertise your organization in the Featured Partner section of this email so subscribers can click to learn more about your organization.

## Insider Access Email Database:

- 38,500+ Subscribers
- 36% Open Rate
- 1.3% 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?

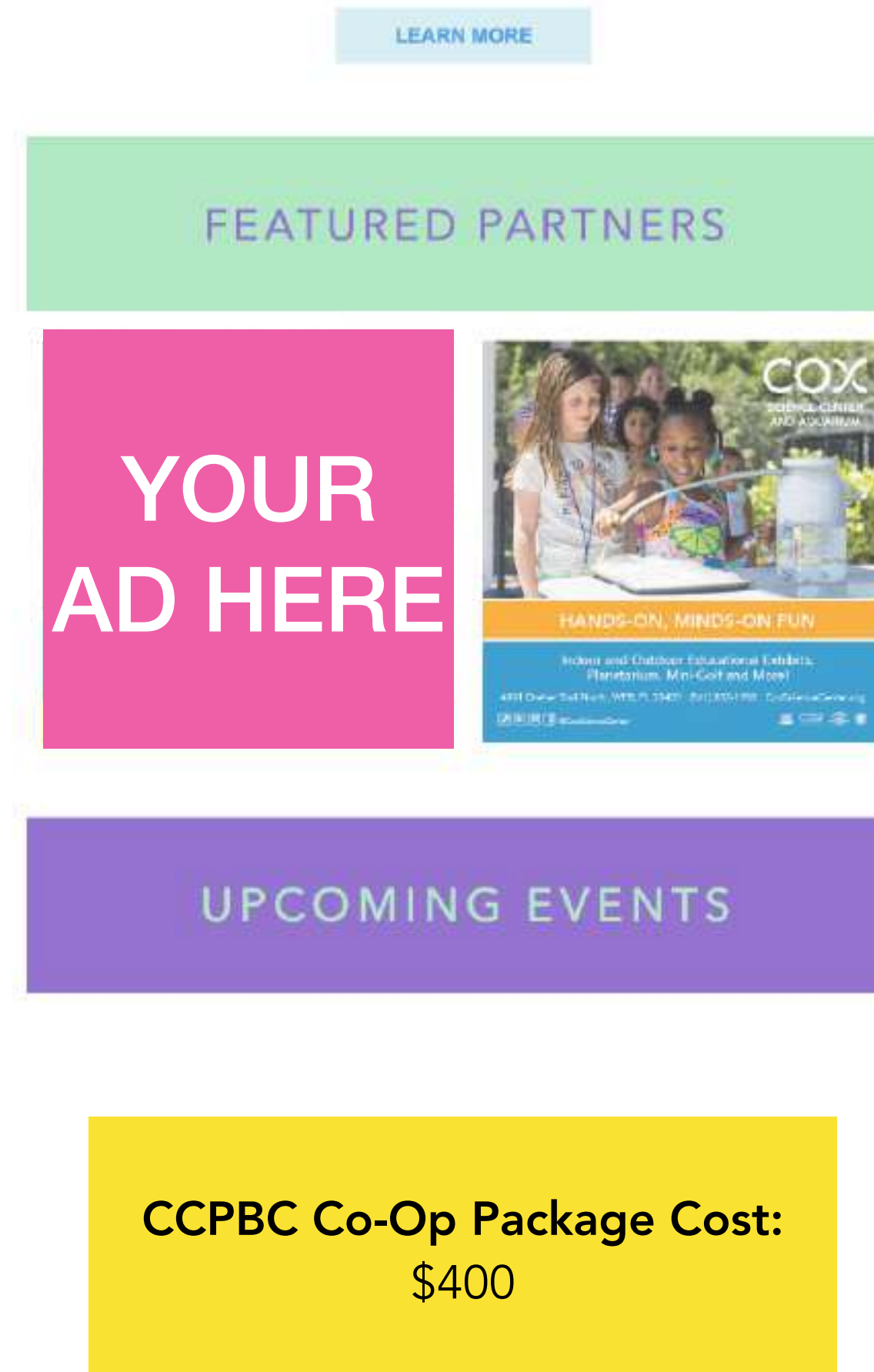
April 1, 2025

## Partner to provide:

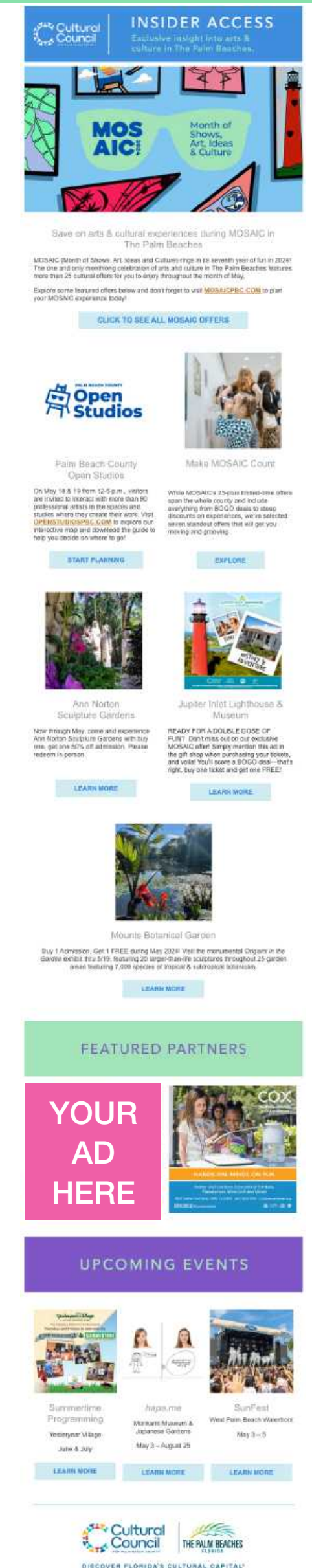
- 420x420 banner
  - Images should be vibrant, exciting, and relevant to your organization/event
  - Images should be 420x420px and sent in JPG or PNG file format
  - Images should also be 40kb or less

**\*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 2024 Insider Access Email





# MOSAIC Insider Access Email - Upcoming Events Ad May 2025

The annual May Insider Access email is one of the most anticipated Council emails of the year. Feature your organization in the Upcoming Events section of this email to promote non-MOSAIC programs happening during the months of May and June 2025.

## Insider Access Email Database:

- 38,500+ Subscribers
- 36% Open Rate
- 1.3% 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 - **SOLD OUT**

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

April 1, 2025

## 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.

UPCOMING EVENTS

YOUR AD HERE

Summertime Programming  
Yesteryear Village  
June & July  
LEARN MORE

hapa.me  
Morikami Museum & Japanese Gardens  
May 3 - August 25  
LEARN MORE

SunFest  
West Palm Beach Waterfront  
May 3 - 5  
LEARN MORE



**CCPBC Co-Op Package Cost:**  
\$250



TV



*WPBT2 is a vibrant force in the South Florida community that entertains, enlightens, and educates. They provide content from PBS, from other partners, and of their own creation – programs and services that change lives, inspire trust, and make a difference. They are community-supported and take pride in reflecting the diversity of the region in which we live and work.*

### What is the total reach of these packages?

Includes 25+ monthly runs on Mon-Sun from 6pm-11pm during PBS Primetime on public broadcasting stations WPBT2 and WXEL, which serve approximately 6.3 million viewers of all ages and cultural backgrounds from Key West to the Sebastian Inlet and from the Atlantic Ocean west to Lake Okeechobee.

### What is included in this package?

Video Commercial - Each partner will be able to provide their own :15 video spot.

### How many packages are available?

8 packages available (1 partner per package)

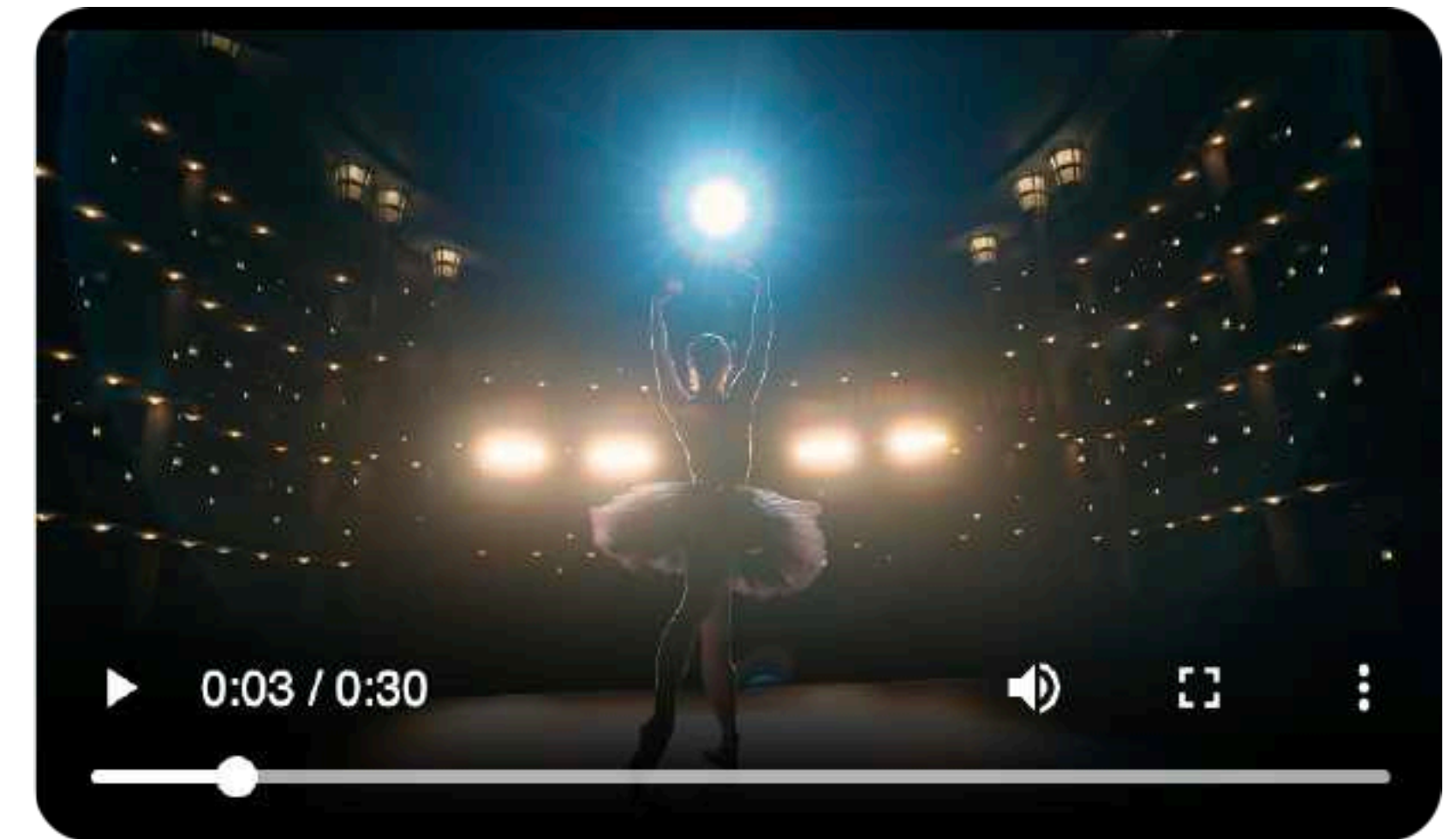
### What packages are available?

Oct 24 / Nov 24 / Dec 24 / Jan 25 / Feb 25 / Mar 25 / Apr 25 / May 25 - **ALL MONTHS SOLD OUT**

### What does my organization need to provide?

- :15 Video Creative:
  - 1080p Resolution
  - Frames per second: 24 FPS/30 FP
- If a :15s video creative is unable to be provided, organization can work with Push/vendor to develop a spot with still assets and copy.

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



**Full Cost:** \$1,600/month  
**CCPBC Co-Op Package Cost:** \$800/insertion per partner  
**50% Savings!**



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