Arachne: a webzine Advertising

Second Issue (01) February 1, 2016

Audience

Focus on the image:

The interactive, and futuristic design of the website has been described as a piece of internet art in and of itself. Our content is smart and provocative, entertaining and futuristic. We intend to expand the content selection by including roundtable discussions, interviews, artist profiles, and more.

Our audience:

Audience in contemporary art, digital and new media arts, digital publishing, technology, and games.

Promoted by:

- DIS Magazine—"<u>Arachne | Dorothy Howard</u>". Interview with Ada O'Higgins.
 DIS Magazine. November 4, 2015.
- Newhive—"THIS WEEK IN NET ART". Cecily Feitel. Newhive. November 9, 2015.
- e-flux conversations—"<u>Manuel Arturo Abreu on 'online imagined Black</u>
 <u>English' in Arachne</u>". Frontpage e-flux conversations. Post by Karen Archey.
 November 12, 2015.

Numbers:

First Issue (00) published November 1, 2015:

Site traffic for November 1st-November 16th (first 2 weeks):

- 14,548 page views
- 11,310 sessions
- 76.2% new visitors: 23.8% returning visitors

How it Works

Arachne's Ads are sold on a rolling basis, and will be effective quarterly.

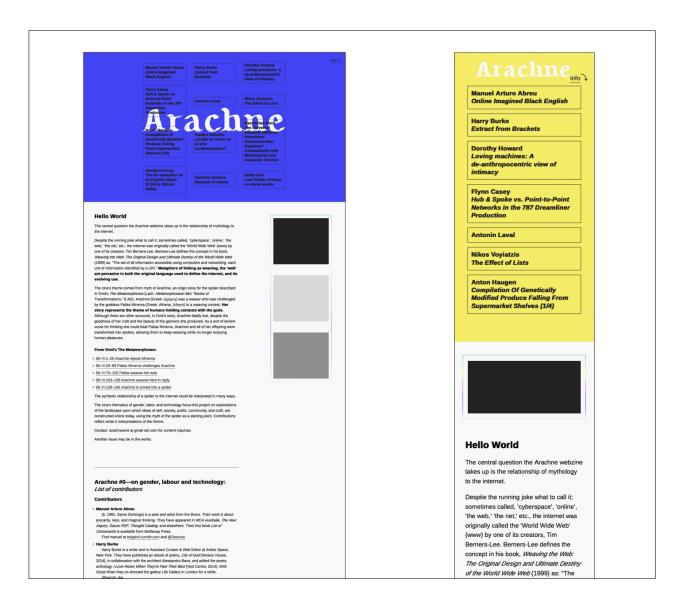
When Arachne releases a new issue, the previous issue will be archived, along with its ads.

Specs:

We accept black and white or color images (or gifs), at the best resolution possible (we'll take care of scaling them).

Box Dimensions #1: 300 pixels wide, 250 pixels high.

Box Dimensions #2 (narrow screen): 300 pixels wide, 140 pixels high.



All Ads will be placed on a first come first served basis.

Rates:

Box—top position: \$300

Box—second-tier positions: \$100

Contact:

Dorothy Howard, André Fincato

arachnezine@gmail.com