

Spring Arts Guide

Reach an Audience That Shows Up for the Arts

The LGBTQ+ community in Central Florida and Tampa Bay is one of the most loyal and culturally engaged audiences in the region. With strong buying power, a love for live experiences and continued support for inclusive brands, this guide connects your organization with consumers who invest in the arts.

Key Features

Distribution

- ★ Up to 16,000 print copies inserted into Watermark Out News
- ★ Circulated throughout Central Florida & Tampa Bay beginning Feb. 26, 2026

Format

- ★ Full-size, glossy, full-color magazine
- ★ Premium design for maximum visibility and long shelf life

Digital Reach

- ★ Interactive digital edition with clickable links
- ★ Hosted on WatermarkOutNews.com (100,000 monthly visitors)

Content

- ★ Seasonal listings of theater, arts, festivals and cultural programming*
- ★ Submissions provided by local arts organizations and venues

*Content based on submissions/available data as of press time.

Why Advertise

High Engagement

LGBTQ+ consumers in our region outspend the national average on entertainment, consistently prioritizing cultural and leisure experiences.

Strong Demographics

Watermark Out News readers enjoy an average household income of \$90,000, supporting robust spending on events, memberships and donor programs.

Trust & Loyalty

Our audience actively supports brands and organizations that demonstrate authentic inclusion.

Multi-Platform Visibility

Your message appears in print and digital formats, expanding reach and engagement across platforms.



AD DEADLINE: Feb. 6, 2026 PUBLISH: Feb. 26, 2026

WATERMARK OUT NEWS' SPRING ARTS GUIDE 2026

AD SALES CLOSE: FEBRUARY 6, 2026

PRINT EDITION PUBLISH DATE: FEBRUARY 26, 2026 • ONLINE EDITION PUBLISH DATE: MARCH 4, 2026

The print edition will be inserted into and promoted in the corresponding dated edition of Watermark Out News and the online edition will be viewable and promoted on WatermarkOutNews.com and social media.

Visit WatermarkOutNews.com/SpringArts to see examples of Watermark Out News' previous Spring Arts guides.

ADVERTISING RATES

CENTER SPREAD	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	PAGE 3	FULL PAGE	1/2 PAGE	1/4 PAGE	DIRECTORY LISTING*
\$2972	\$2299	\$2028	\$2028	\$1940	\$1548	\$866	\$448	\$180

*All display advertising purchases include a directory listing

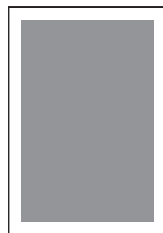
DISPLAY ADVERTISING DIMENSIONS

FULL PAGE AD DIMENSIONS **BLEED** TO EDGE OF PAGE



CENTER SPREAD/DBL TRUCK

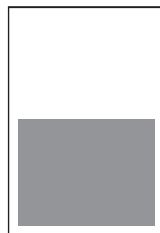
Bleed Size: 16.50" x 10.63"



FULL PAGE

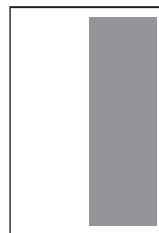
Bleed Size: 8.38" x 10.63"

PAGE PORTION AD DIMENSIONS **DO NOT** BLEED TO EDGE OF PAGE



HALF PAGE HORIZONTAL

7.25" x 4.57"



HALF PAGE VERTICAL

3.54" x 9.32"



QUARTER PAGE

3.54" x 4.57"

All page portion ads will be given a 0.75 pt. stroke around the edge.

BUSINESS DIRECTORY LISTING

The business listings appear in the final pages of the book.

The listing will fall under the **category** of your business (i.e., "Floral Shop," "Event venue," "Restaurant," etc.) and include the **business name, phone number** and **email address**.

SAFE AREA: 0.5 in. inside the bleed edge. KEEP ALL ALL IMPORTANT IMAGES AND TEXT WITHIN SAFE AREA.

TRIM AREA: Final ad size will be trimmed at 8.13in. x 10.38 in. *
*for details see full page ad guidelines

AD SUBMISSION GUIDELINES

ALL FILES MUST BE PROVIDED VIA EMAIL, CLOUD SERVICE (DROPBOX, GOOGLE DRIVE, ETC.), OR PHYSICAL MEDIA (THUMB DRIVE/CDR/DVDR) TO YOUR SALES REPRESENTATIVE.

PREFERRED DISPLAY AD FORMATS

CMYK JPEG Files
300 DPI

CMYK TIFF Files
300 DPI

EPS Files
ALL FONTS CONVERTED TO OUTLINES AND 300 DPI FOR RASTERIZED EPS FILES

PDF Files
EMBED ALL FONTS. USE THE PDF/X-1A:2001 PRESET FOR BEST RESULTS.

AVOID PHOTOSHOP AND ILLUSTRATOR CREATED PDFS.

USE THE CMYK JPEG OR TIFF OPTION FOR PHOTOSHOP AND EPS FOR ILLUSTRATOR INSTEAD.

OTHER ACCEPTABLE DISPLAY AD FORMATS

THESE FILE TYPES ARE WORKABLE, BUT THE PREFERRED FORMATS YIELD THE BEST RESULTS

Adobe Illustrator (.ai)

ALL FONTS CONVERTED TO OUTLINES AND 300 DPI FOR EMBEDDED RASTERIZED IMAGES

Adobe InDesign (.indd)

INCLUDE ALL LINKED IMAGES AND FONTS OR CONVERT ALL FONTS TO OUTLINES. IF USING INDESIGN CC, YOU **MUST** INCLUDE A IDML VERSION OF THE INDESIGN DOCUMENT

CMYK Adobe Photoshop (.psd)

INCLUDE ALL IMAGES (300 DPI) AND FONTS OR RASTERIZE ALL FONTS. "MAXIMIZE COMPATIBILITY" OPTION MUST BE CHECKED

WE CANNOT ACCEPT DISPLAY ADS CREATED WITH:

Corel Draw Files
Microsoft Publisher
Microsoft Word
Microsoft Excel
Microsoft Paint
Microsoft PowerPoint
Low-Resolution Art
Film

Please **DO NOT** include extra printer's marks (color bars, registration marks, crop marks, etc.) in your display ad.

01/01/2026

watermark
OUT
news

CENTRAL FL
407-481-2243

1300 N Semoran Blvd., Ste 250
Orlando, FL 32807

TAMPA BAY
813-655-9890

401 33rd Street N.
St. Petersburg, FL 33713