

OA SPONSORED BLOGROLL LISTING

Oxford American readers love stories well told. Our new Sponsored Blogroll Content digital platform, enables you to tell your story to our dedicated and interested readership—people who are looking to explore the destinations, experiences, sounds, and tastes that make the South such an interesting and complex region.

With this option you and our readership have the ability to share your story via social media platforms, as well as the unique opportunity to combine imagery and your story.

The *OA* sponsored blogroll posts function the same as our editorial blogroll content and compliment it. It offers a prime opportunity to diversify and have your content integrated within the editorial flow. It will educate and entertain. You as an advertiser will benefit by creating credible content that builds awareness and interest among the *OA* audience.

- Rate is **\$1,200** per week
- Two weeks **maximum per month**
- Exclusive sponsored content placement on *OxfordAmerican.org*'s homepage, **beginning in the fourth (4TH) position from the top**
- Your piece will live on the *OA* website indefinitely, and can be easily accessed via our [Sponsored Content webpage](#)
- Full **analytic reports available** to Sponsored Blogroll Content posts upon request
- Ask your sales rep for a list of **available dates**
- See example here: [21c Museum Hotels](#)

MATERIALS DEADLINE:

At least one [1] week before the scheduled start date

HOME PAGE / BLOGROLL VIEW



SPONSORED CONTENT

HOSPITALITY MEETS CURIOSITY AT 21C MUSEUM HOTELS

21c Museum Hotels co-founder Laura Lee Brown describes the growing contemporary art museum, hotel, and restaurant group in whimsical, almost dream-like, terms: "We live on a corner of curiosity."

ITEM / CLICK-THROUGH PAGE VIEW

SPONSORED CONTENT

HOSPITALITY MEETS CURIOSITY AT 21C MUSEUM HOTELS



The 21c Museum Hotel concept—part boutique hotel, part chef-driven restaurant, all anchored by a 75,000-square-foot multi-venue contemporary art museum—is an entirely new animal. A far cry from "art hotels" of the past, the hotels today offer North America's only collecting museums dedicated to the art of the 21st century. "We like collecting contemporary art because it's a way of recording what's happening today," said Brown.

Step into any 21c Museum Hotel and you'll encounter images that speak to the struggles, concerns, standards, and joys of contemporary culture. Curated exhibitions reflect on race, gender roles, religion, technology, perception, reality, and more. The art at 21c, the art of today, provides a lens through which guests can consider their biases, start conversations, and be inspired to act.

SPONSORED BLOGROLL SPECS:

- **FEATURED IMAGE:** Square, delivered at 1200 x 1200 pixels
- **INTRO TEXT:** 50 - 75 words
- **TITLE:** 10 words max
- **CONTENT:** 1,000 words max
- **EMBEDDED IMAGES:** 3 max, will be centered with caption of 10 words max (no wraparound text). Images delivered at 1200 pixels on the long side. Landscape orientation recommended.

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