

PDX Pipeline Banners





Pipeline Banner Sizes

Our Banners are displayed on every page of our website. We have several size options.

Options include:

- **Leaderboard (720x90):** Top of every page. (orange arrow)
- **150x150 (blue arrows):** same as Holocene, Portland Story Theater.
- **300x100 (red arrows):** same as Crystal Ballroom & Win Tickets.
- **300x250: (green arrow)** same as Portland Events banner.
- **300x500:** same as Helium Comedy Club (grey arrow).

The screenshot shows the PDX Pipeline website with several banners highlighted by colored arrows:

- Orange arrow:** Points to the top navigation banner: "PDX PIPELINE BE IN THE KNOW! DOWNLOAD THE #1 APP FOR PORTLAND EVENTS".
- Blue arrows:** Point to two square banners: "BREW FEST APRIL 26-28 22 LIVE BANDS" and "Portland Story Theater".
- Green arrow:** Points to a large rectangular banner: "PORTLAND EVENTS".
- Red arrows:** Point to two rectangular banners: "WIN TICKETS" and "CRYSTAL BALLROOM".
- Grey arrow:** Points to a large rectangular banner: "HELIUM COMEDY CLUB".

The website content includes a navigation bar, a main article about Portland Weekend Events, and several smaller event listings such as 4th of July, Cinco de Mayo, and Helium Comedy Club.



Weekly Portland Banner Specials

Social Media: All event posts are also tweeted, posted on our [main Facebook page to 10,000 fans](#), and listed on our app. Events are also listed in the "weekend events" or "upcoming events" section of the newsletter.

1. **150x150** ([example here](#)) banner and one comped front page post (normally \$80) | **Total cost: \$100**, discount of \$80 | [Purchase here on Paypal](#).
2. **300x100** ([example here](#)) banner, one comped front page post (normally \$80) and one comped feature in the email (normally \$200) | **Total cost: \$250**, discount of \$230 | [Purchase here on Paypal](#).
3. **300x250** ([example here](#)) banner, one comped front page post (normally \$80), one comped feature in the email (normally \$200). **Total cost: \$350**, discount of \$280 | [Purchase here on Paypal](#).
4. **300x500** ([example here](#)) banner. Receive 1 comped front page post (normally \$80), 1 comped feature in the email (normally \$200), and one [large Facebook post to 165,000+ fans](#) (normally \$250). Total cost: \$500, discount of \$530 | [Purchase here on Paypal](#).
5. **Footer Ad:** 100x600 ([view here](#)) displayed at footer of all pages and just below where people comment on winning tickets/very popular area of site. Receive 1 comped front page post (normally \$80), 1 comped feature in the email (normally \$200), and one [large Facebook post to 165,000+ fans](#) (normally \$250). Total cost: \$500, discount of \$530 | [Purchase here on Paypal](#).
6. **Top Spot:** Leaderboard Ad ([720x90](#)) displayed at top of our site next to our logo. Receive 1 comped front page post (normally \$80), 1 comped feature in the email (normally \$200), 1 comped Facebook pose on our [large page with 275,000 fans](#) (normally \$250), and app banner for 20% of weekly impressions ([example here](#), normally \$100). Total cost: \$700, discount of \$630 | [Purchase here on Paypal](#).



Monthly Portland Banner Specials

Social Media: All event posts are also tweeted, posted on our [main Facebook page to 10,000 fans](#), and listed on our app. Events are also listed in the "weekend events" or "upcoming events" section of the newsletter.

1. **150x150** ([example here](#)) banner. Receive three comped front page posts (normally \$240) | **Total cost: \$350**, discount of \$240
2. **300x100** ([example here](#)) banner. Receive three comped front page posts (normally \$240) and one comped large newsletter feature (worth \$200) | **Total cost: \$650**, discount of \$440
3. **300x250** ([example here](#)) banner, weekly comped front page posts (normally \$400), and two comped large newsletter features (worth \$400) to be used any week you'd like. | **Total cost: \$1250**, discount of \$800
4. **300x500** ([example here](#)) banner. Receive weekly comped front page post (normally \$400), two comped feature in the email (normally \$400), and one [large Facebook post to 165,000+ fans](#) (normally \$250). **Total cost: \$1,700**, discount of \$1,050
5. **Footer Ad:** 100x600 ([view here](#)) displayed at footer of home page (most popular page of site) & all pages just below where people comment on winning tickets/very popular area of site. Receive weekly comped front page post (normally \$400), two comped feature in the email (normally \$400), and one [large Facebook post to 165,000 + fans](#) (normally \$250). Total cost: \$1,700, discount of \$1,050
6. **Top Spot:** Leaderboard Ad ([720x90](#)) displayed at top of our site next to our logo on all pages. Receive weekly comped front page post (normally \$400), two comped feature in the email (normally \$400), two [large Facebook post to 165,000+ fans](#) (normally \$500), and app banner for 20% of monthly impressions ([example here](#), normally \$500). Total cost: \$2,400, discount of \$1,800



Weekly Portland Banner Specials

Time	Banner Size	Includes	Total Discount	Cost	Paypal/Credit Card
1 Week	150x150 (example here)	* 1 Feature Post = \$80 * Tweet, Facebook, App	Total Discount = \$80	\$100	You can purchase here on Paypal .
1 Week	300x100 (example here)	* 1 Feature Post = \$80 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App	Total Discount = \$280	\$250	You can purchase here on Paypal .
1 Week	300x250 (example here)	* 1 Feature Post = \$80 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App	Total Discount = \$280	\$350	You can purchase here on Paypal .
1 Week	300x500 (example here)	* 1 Feature Post = \$80 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App * Large Facebook Post = \$250	Total Discount = \$530	\$500	You can purchase here on Paypal .
1 Week	Footer Ad (view here)	* 1 Feature Post = \$80 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App * Large Facebook Post = \$250	Total Discount = \$530	\$500	You can purchase here on Paypal .
1 Week	Top Leaderboard Ad (720x90)	* 1 Feature Post = \$80 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App * Large Facebook Post = \$250 * In-app Banner = \$100	Total Discount = \$630	\$700	You can purchase here on Paypal .



Monthly Portland Banner Specials

Time	Banner Size	Includes	Total Discount	Cost	Paypal/Credit Card
1 Month	150x150 (example here)	* 3 Feature Posts = \$2400 * Tweet, Facebook, App	Total Discount = \$240	\$350	You can purchase here on Paypal .
1 Month	300x100 (example here)	* 3 Feature Posts = \$240 * 1 Newsletter Feature = \$200 * Tweet, Facebook, App	Total Discount = \$440	\$650	You can purchase here on Paypal .
1 Month	300x250 (example here)	* Weekly Feature Posts = \$400 * 2 Newsletter Features = \$400 * Large Facebook Post = \$250 * Tweet, Facebook, App	Total Discount = \$1,050	\$1,250	You can purchase here on Paypal .
1 Month	300x500 (example here)	* Weekly Feature Posts = \$400 * 2 Newsletter Features = \$400 * Large Facebook Post = \$250 * In-app Banner = \$500 * Tweet, Facebook, App	Total Discount = \$1,550	\$1,700	You can purchase here on Paypal .
1 Month	Footer Ad (view here)	* Weekly Feature Posts = \$400 * 2 Newsletter Features = \$400 * Large Facebook Post = \$250 * In-app Banner = \$500 * Tweet, Facebook, App	Total Discount = \$1,550	\$1,700	You can purchase here on Paypal .
1 Month	Top Leaderboard Ad (720x90)	* Weekly Feature Posts = \$400 * 2 Newsletter Features = \$400 * Large Facebook Post = \$250 * In-app Banner = \$500 * Tweet, Facebook, App	Total Discount = \$1,800	\$2,400	You can purchase here on Paypal .



Pipeline Testimonials [\(View all here\)](#)

*"True West Concerts and the Aladdin Theater began working with PDX Pipeline in 2010, and are **charging confidently on** with no hesitation." - True West Concerts / Aladdin Theater / Oregon Zoo Concert Series*

*"Because they **incorporate so many pieces** including social media into their marketing messaging for their client we have seen nothing but positive returns from our advertising and promotional endeavors through PDXPipeline. " -- Oregon Symphony*

*"PDX Pipeline has also **stepped up when we needed it most** at the last minute to help get the word out about a new development involving a show or to help fill the house if a show is suffering. So it's nice to work w/somebody who is willing to lend a helping hand in a time of need in return for our business." - Double Tee Concerts / Roseland Theater / Soul'd Out Music Fest*

*"It is the **most trusted resource for many Portlanders** because their information is always accurate, timely, on-trend and they never miss a listing for any social event or experience. " - World Forestry Center*

*"**Unquestionably the best blog** in town for events, PDX Pipeline has their finger on the pulse of Portland." - Portland Saturday Market*

*"I'm always surprised by how many people tell us **they saw our listing "on PDX Pipeline."** - Land Art Gallery*