

## Art Avenue - Print Rates - Display Ads

Art Avenue is published every two months and is mailed, free of charge, to all 1,850 FCA members. In addition they are sold at the Federation Gallery and distributed at special events to artists and art buyers. Present full circulation is 2,100, of which 92% are artists, and 8% are collectors, dealers, and supporters of the arts.

	Member			Non-member		
	1 Time	3 Times	6 Times	1 Time	3 Times	6 Times
<b>Full Colour</b>						
<b>Double-page spread</b> (centre of magazine)	\$1,600	\$1,400	n/a	\$1,800	\$1,600	n/a
<b>Full page</b> (inside, 8" x 10.5")	\$800	\$700	\$600	\$900	\$800	\$700
<b>Half page</b> (inside, 8" x 5.25")	\$500	\$400	\$300	\$600	\$500	\$400
<b>Quarter page</b> (inside, 3.75" x 5.25")	\$215	\$185	\$160	\$265	\$235	\$210
<b>Banner</b> (inside, 8" x 2")	\$200	\$175	\$150	\$250	\$225	\$200
<b>1/8 page</b> (inside, 3.75" x 2.5")	\$160	\$140	\$120	\$190	\$170	\$150
<b>Business card</b> (inside, 3.5" x 2")	\$140	\$120	\$100	\$160	\$140	\$120

Measurements are in inches, height by width.

## Art Avenue - Print Rates - Classified Ads

	Member	Non-member
Per word, 100 word maximum	\$0.40	\$0.60

## Dates

Issue	Ad space deadline	Ad material deadline	On coffee tables
Jan/Feb	November 22	December 1	January 15
Mar/Apr	January 24	February 1	March 15
May/June	March 21	April 1	May 15
July/Aug	May 23	June 1	July 15
Sept/Oct	July 25	August 1	September 15
Nov/Dec	Sept 23	October 1	November 15

## Terms and Conditions

- Rates are subject to change without notice.
- Specific placement premiums may apply.
- All prices are subject to GST.
- To qualify for discounted rates on multiple postings, adverts must occur in one 12 month cycle (not necessarily in one calendar year.)
- Prices do not include production costs and assume a print-ready advertisement. Production may be available at additional cost with sufficient notice.
- All advertising must be paid for prior to the ad space deadline.
- Advertising is made available on a space availability basis.
- The Federation of Canadian Artists (FCA) reserves the right to refuse content.
- The FCA aims to have issues delivered by the 15<sup>th</sup> of the month but we cannot guarantee set delivery dates

## Contact

**Helen Duckworth**  
Federation of Canadian Artists  
1241 Cartwright Street  
Vancouver, BC, V6H 4B7  
www.artists.ca  
artavenue@artists.ca  
604.681.2744

FEDERATION  
des ARTISTES  
CANADIENS



FEDERATION  
of CANADIAN  
ARTISTS

## eNews – Rate Card

The FCA eNews is our email newsletter. It is emailed twice per month, free of charge, to all FCA contacts including its members. At present our circulation is 3,135, of which 60% are artists, and 40% are collectors, dealers, and supporters of the arts.

Because our eNews subscribers are members and people who have signed themselves up for the newsletter we are consistently enjoying an **extremely high open rate**. While industry average is around 20%, our rate averages **60%**.

### Dates

Issue (Teusdays)	Ad space deadline
April 8	April 4
April 22	April 18
May 6	May 2
May 20	May 16
June 10	June 6
June 24	June 20

### Rates

	Member	Non-Member
JPG Image	\$25	\$40
Weblink	\$10	\$15
eMail address	\$ 5	\$7.50
Text only notice *	\$0.40 per word	\$0.60 per word

## Material specifications

Images must be in JPG/JPEG format.

Text only notices are limited to 50 word maximum, and must be sent in a MS Word file format or in the body of an email. Text appearance, including font and spacing of your content, will be determined by the editor to conform to the eNews format. Multiple submissions to the same eNews edition is allowed as long as the content is different.

## Terms and Conditions

- Rates are subject to change without notice.
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- All prices are subject to GST.
- Prices do not include production costs and assume an e-ready advertisement. Production may be available at additional cost with sufficient notice.
- All advertising must be paid for prior to the ad space deadline.
- Advertising is made available on a space availability basis.
- The Federation of Canadian Artists (FCA) reserves the right to refuse content.

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