

Art Avenue - Print Rates - Display Ads

Art Avenue is published every two months and is mailed, free of charge, to all 2,600 FCA members. In addition they are sold at the Federation Gallery and distributed at special events at 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.

 FEDERATION OF CANADIAN ARTISTS Art Avenue Magazine						
2017 RATES	ARTIST MEMBERS			BUSINESSES		
Full Colour	1 Time	3 Times	6 Times	1 Time	3 Times	6 Times
Inside Front Cover (8" X 10.5")	\$1,100	\$1,000	\$900	\$1,400	\$1,300	\$1,200
Inside Back Cover (8" X 10.5")	\$1,100	\$1,000	\$900	\$1,400	\$1,300	\$1,200
Full Page (8" X 10.5")	\$800	\$700	\$600	\$1,100	\$1,000	\$900
Half Page (8" X 5.25")	\$500	\$400	\$300	\$700	\$600	\$500
Quarter Page (3.75" X 5.25")	\$215	\$185	\$160	\$400	\$350	\$300
Banner (8" X 2")	\$250	\$200	\$180	\$400	\$350	\$300

Art Avenue published every two months. All prices in Canadian dollars, and subject to GST.

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 available as space allows
- The Federation of Canadian Artists (FCA) reserves the right to refuse content.
- The FCA aims to have issues delivered by the 15th of the month but we cannot guarantee set delivery dates

Art Avenue Contact

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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 4,595, 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 (Tuesdays)	Ad space deadline
April 11	April 8
April 25	April 22
May 9	May 6
May 23	May 20
June 13	June 10
June 27	June 24
July 11	July 8
July 25	July 22
August 8	August 5
August 22	August 19
September 12	September 9
September 29	September 23
October 10	October 7
October 24	October 21
November 14	November 11
November 28	November 25
December 12	December 9

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

Terms and Conditions

- Rates are subject to change without notice.
- Specific placement premiums may apply.
- 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.

eNews Contact

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Material specifications

Images must be in JPG/JPEG format. JPEG's must be no larger than 2" high x 5" inches wide in a banner format. JPEGs should be no less than 300 PPI.

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 are allowed as long as the content is different.

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