

## Art Avenue - Print Rates - Display Ads

Art Avenue is published every two months and is mailed, free of charge, to all 2,700 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 2,800, of which 92% are artists, and 8% are collectors, dealers, and supporters of the arts.

 <b>FEDERATION OF CANADIAN ARTISTS</b> <b>Art Avenue Magazine</b>						
2018 RATES	ARTIST MEMBERS			BUSINESSES		
Full Colour	1 Time	3 Times	6 Times	1 Time	3 Times	6 Times
<b>Inside Front Cover</b> (10.5" h X 8" w)	\$1,000	\$900	\$800	\$1,100	\$1,000	\$900
<b>Inside Back Cover</b> (10.5" h X 8" w)	\$1,000	\$900	\$800	\$1,100	\$1,000	\$900
<b>Full Page</b> (10.5" h X 8" w)	\$900	\$800	\$700	\$900	\$850	\$800
<b>Half Page</b> (Horizontal) (5.25" h X 7.5" w)	\$400	\$350	\$300	\$450	\$450	\$400
<b>Quarter Page</b> (Vertical) (5.25" h X 3.75" w)	\$215	\$185	\$160	\$300	\$280	\$250
<b>Banner</b> (Horizontal) (2.80" h X 7.5" w)	\$250	\$200	\$180	\$300	\$280	\$250

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

FEDERATION  
des ARTISTES  
CANADIENS



FEDERATION  
of CANADIAN  
ARTISTS

## 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 15<sup>th</sup> 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 4,845, 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 **50%**.

### Dates 2018

Issue (Tuesdays)	Ad space deadline
January 9	January 6
January 23	January 20
February 6	February 3
February 20	February 17
March 6	March 3
March 20	March 17
April 3	March 31
April 17	April 15
May 1	April 28
May 15	May 12
May 29	May 26
June 12	June 9
June 26	June 23
July 10	July 7
July 24	July 21
August 7	August 4
August 21	August 18
September 4	September 1
September 18	September 15
October 2	September 30
October 16	October 13
October 30	October 27
November 13	November 10
November 27	November 24
December 11	December 8
December 25	December 22

### 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. 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.

### 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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