

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 as well as distributed at special events 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.

|  FEDERATION OF CANADIAN ARTISTS Art Avenue Magazine | | | | | | |
|---|----------------|---------|---------|------------|---------|---------|
| 2021 RATES | ARTIST MEMBERS | | | BUSINESSES | | |
| Full Colour | 1 Time | 3 Times | 6 Times | 1 Time | 3 Times | 6 Times |
| Inside Front Cover (10.5" h X 8" w) | \$1,000 | \$900 | \$800 | \$1,100 | \$1,000 | \$900 |
| Inside Back Cover (10.5" h X 8" w) | \$1,000 | \$900 | \$800 | \$1,100 | \$1,000 | \$900 |
| Full Page (10.5" h X 8" w) | \$900 | \$800 | \$700 | \$900 | \$850 | \$800 |
| Half Page (Horizontal) (5.25" h X 7.5" w) | \$400 | \$350 | \$300 | \$450 | \$450 | \$400 |
| Quarter Page (Vertical) (5.25" h X 3.75" w) | \$215 | \$185 | \$160 | \$300 | \$280 | \$250 |
| Banner (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 |

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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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 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 |
|---------------------------------|--------|------------|
| Image (clickable banner format) | \$200 | \$250 |

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.

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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