

ART AVENUE – RATE CARD 2021

Display Ads

Art Avenue is published every two months and is mailed, free of charge, to all 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 2,600, of which 92% are artists, and 8% are collectors, dealers, and supporters of the arts.

2021 Rates	Artist Members			Businesses		
	1 Time	3 Times	6 Times	1 Time	3 Times	6 Times
Full Colour						
Inside Front or 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) (inside, 8" h x 5.25" 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) (2.8" h x 7.5" w)	\$250	\$200	\$180	\$300	\$280	\$250

Measurements are in inches, height by width. Prices are 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	September 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 15th of the month but we cannot guarantee set delivery dates

Contact

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 2021

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 just over 6,000, of which 60% are artists, and 40% are collectors, dealers, and supporters of the arts. ***** STATS NEEDS UPDATING.

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%.

Advertising copy is due no fewer than 4 days prior to the sending of the eNewsletter. Please contact Federation staff for your deadline.

Rates

	Member	Non-Member
Banner - clickable JPG Image	\$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.

Contact

Tessa McIntosh
Federation of Canadian Artists
1243 Cartwright Street
Vancouver, BC, V6H 4B7
www.artists.ca
membership@artists.ca
604.681.2740

FEDERATION
des ARTISTES
CANADIENS



FEDERATION
of CANADIAN
ARTISTS