

# artavenue

## 2010 ratecard

Art Avenue is published six times a year. It is free with membership in the Federation of Canadian Artists and available for sale at Federation Gallery in Vancouver. Circulation is 2500. Twenty-three hundred are delivered directly through the mail. The balance is sold to gallery visitors and tourists. 90% of Art Avenue readers live in British Columbia and Alberta. 78% are artists and 22% are art collectors, dealers and supporters of the arts.

### Classified Ads

**20 cents** per word, per issue, plus 12 % HST. Submissions are restricted to 100 words maximum, and must be paid in advance. To place a classified ad, contact **Bev Rushworth** at **(604) 681-2744** or e-mail: <mailto:fcaoffice@artists.ca>

### Display Ads

#### Printing Specifications:

Trim size: 8.5 x 11, Bleed Size: 8.75 x 11.25 (Bleeds only accepted for the inside and outside back cover.)  
 Printing: 4 colour (CMYK) Offset Line Screen: 150 Lpi 300 dpi Stock: Luna Glass 70 lb. Binding: Saddle Stitch.

#### Material Specifications:

Electronic (recommended: Macintosh platform, digital format (QuarkXpress, Illustrator, Freehand, and PhotoShop). Include all supporting Tiff and EPS files as well as fonts. (Avoid True Type or Multiple Master fonts.) Laser copy or colour proof required for accurate reproduction. Provide files on Mac-formatted media: CD-ROM, 100 MB Zip, 1GB Jaz, or 1.3 Floppy. Zip and Jaz disks will be returned. Include a contact name and phone number with all submissions. Submissions must be digital files or camera ready art, no film will be accepted. Design, photography and layout services are available at Graphics Garage along with file formatting and production information.

Reserve display ads with **Bev Rushworth** at **(604) 681-2744** or e-mail: <mailto:fcaoffice@artists.ca> Submit display ads to Graphics Garage, 23195 96<sup>th</sup> Avenue, PO Box 836, Fort Langley, BC, V1M 2S2. Email: [vangogh@shawbiz.ca](mailto:vangogh@shawbiz.ca) Telephone Jerry Rivard at (604) 888-0874. Ads must be received by the Ad Deadline, below.

All ads are taxable.

#### Colour Back Cover

Full page \$800.  
8w x 10.5h

#### Black and White Inside

Full Page \$500.  
8w x 10.5h

1/2 Page \$280.  
8w x 5.125h

1/4 Page \$150.  
3.75w x 5.125h

Banner \$130.  
8w x 2h

1/8 Page \$100.  
3.75w x 2.5h

Business Card \$80.  
3.5w x 2h

#### 2010 Production Schedule

ISSUE	Reserve Ad Space by Ad Deadline	
Jan/Feb	November 23	December 1
Mar/Apr	January 25	February 1
May/June	March 26	April 1
July/Aug	May 24	June 1
Sept/Oct	July 26	August 1
Nov/Dec	September 24	October 1

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**Every effort is made to have the magazine available and in the mail within 5 days of the 1<sup>st</sup> day of the month of issue. It is the advertiser's responsibility to inquire about the delivery of time-sensitive material.**

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#### Contact Information

Editorial Staff,  
 Classified Advertising and  
 Display Advertising:  
 (604) 681-2744  
 Publisher:  
 Federation of Canadian Artists  
 1241 Cartwright Street  
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[www.artists.ca](http://www.artists.ca)