

Art Avenue - Print Rates - Display Ads

Art Avenue is published every 2 months and is mailed (print copy) or emailed (PDF) to all 2,800 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 2,800, of which 92% are artists, and 8% are collectors, dealers, and supporters of the arts.

FEDERATION OF CANADIAN ARTISTS						
Art Avenue Magazine						
2023 RATES	ARTIST MEMBERS			BUSINESSES		
Full Colour	1 Time	2 Times	4 Times	1 Time	2 Times	4 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 is quarterly, published every three months. All prices in Canadian dollars, and subject to GST.

Dates

Issue	Ad space deadline	Ad material deadline	On coffee tables
WINTER (Dec/Jan/Feb)	October 25	November 5	December 1
SPRING (Mar/Apr/May)	January 25	February 5	March 1
SUMMER (Jun/Jul/Aug)	April 25	May 5	June 1
FALL (Sept/Oct/Nov)	July 25	August 5	September 1

Terms and Conditions

- Rates are subject to change without notice.
- Specific placement premiums may apply.
- All prices 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.
- Ad payment due immediately following magazine publishing
- 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 1st of the month but 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 6,595, 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 the industry average is around 20%, our rate averages **60%**.

Issue	Deadline
January 8	January 6
January 22	January 20
February 5	February 3
February 19	February 17
March 5	March 3
March 19	March 17
April 9	April 7
April 23	April 21
May 7	May 5
May 21	May 19
June 4	June 2
June 18	June 16
July 9	July 7
July 23	July 21
August 6	August 4
August 20	August 18
September 3	September 1
September 17	September 15
October 8	October 6
October 22	October 20
November 5	November 3
November 19	November 17
December 3	December 1
December 17	December 15

	Member	Non-Member
Image (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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