

artavenue

2011 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

30 cents per word, per issue. 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: 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: fcaoffice@artists.ca Submit display ads to Graphics Garage, 23195 96th Avenue, PO Box 836, Fort Langley, BC, V1M 2S2. Email: vangogh@shawbiz.ca Telephone Jerry Rivard at (604) 888-0874.

Ads must be received by the Ad Deadline, below.

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

2011 Production Schedule

ISSUE	Reserve Ad Space by	Ad Deadline
Jan/Feb	November 22	December 1
Mar/Apr	January 24	February 1
May/June	March 21	April 1
July/Aug	May 23	June 1
Sept/Oct	July 25	August 1
Nov/Dec	September 23	October 1

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Every effort is made to have the magazine available and in the mail within 5 days of the 1st 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
 Vancouver, BC, V6H 4B7
www.artists.ca