

# artcritical

the online magazine of art and ideas

## Advertising Rate Sheet

### Why advertise at artcritical?

- Over 4500 subscribers to our bulletins, 100,000 unique monthly readers.
- Our readers are collectors, artists, arts professionals, students and a broad range of people interested in art
- artcritical has the most comprehensive exhibition calendar in New York City
- Searchable archive of over 1,000 articles spanning a decade of exhibitions, books, news etc. in New York and around the world
- Be seen to support quality writing by professional critics

### Sponsorship of the Homepage

Drop down full-page image (900w x 600h pixels) with an editorial caption of around 100 words. The drop down unfurls on the first visit and can thereafter be reactivated from a special, prominently-placed spot on the homepage above the fold.

- 2 weeks \$1600
- 4 weeks \$3000

### Display Advertising

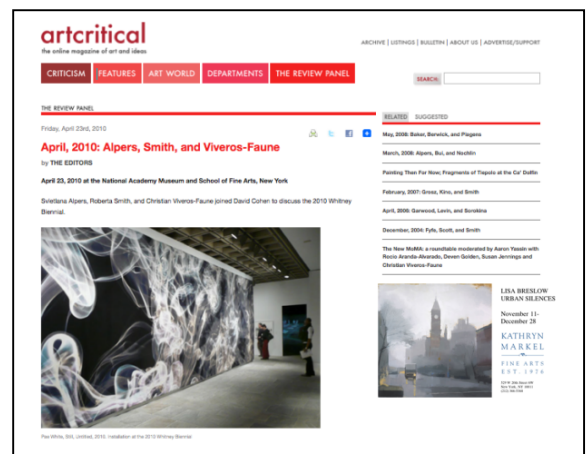
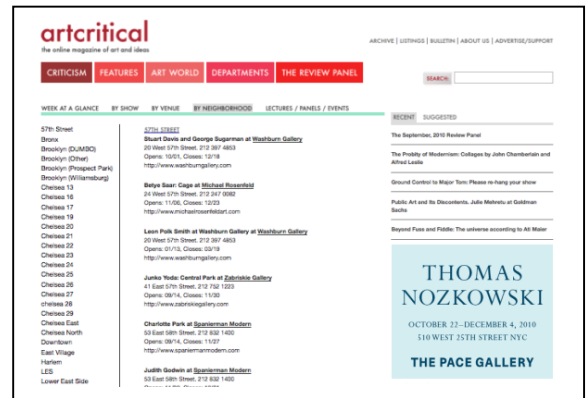
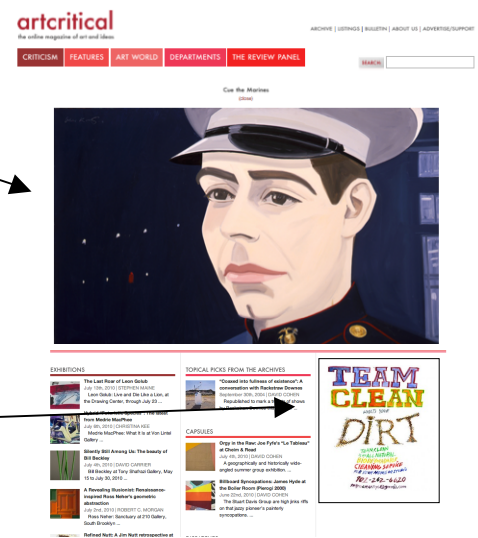
Homepage Exclusive: (300w x 400h pixels)

- 2 weeks \$900
- 4 weeks \$1600

Internal pages: Four locations available on each page.

1. Listings pages – four positions available inside the most comprehensive, searchable exhibitions calendar in New York City and Brooklyn. Shows listed by neighborhood, venue, or show name in addition to events, lectures, panels.

2. The Review Panel page – four positions available on the page devoted to the discussion of art and ideas at The Review Panel, over 36 archived downloadable podcasts, information and news about attending upcoming panels.



3. **Conduit pages** – four positions available on any page that lists articles in categories, author pages, search pages, and general information.

4. **Content pages** – four positions available on individual article pages written by our team of esteemed contributors.

**Rates for all Internal pages (300w x 250h pixels)**

- 2 weeks \$400
- 4 weeks \$700

**Larger ad rates for all Internal pages (300w x 400h pixels)**

- 2 weeks \$600
- 4 weeks \$1100

**Just for individual artists:** a JPG image (150w x 150h pixels) of your work and a link to your website.

- 2 weeks \$50
- 4 weeks \$100

**General Information**

All weeks begin on Mondays, weeks may begin on any calendar Monday.  
 All creative materials, insertion orders and payment (for first time advertisers) must be received by Wednesday before placement.  
 The editorial staff of artcritical reserves the right to refuse any advertisement.  
 Space is limited; ads are inserted on a first-come, first-served basis.  
 Paypal is preferred as a method of payment, but will also gladly accept checks.  
 In the event of an error, artcritical's liability shall not exceed the cost of the ad placement.  
 Non-profits receive a 30% discount off our regular rates.

**Technical specifications**

We prefer files in JPG or PDF mac-friendly format, all files must be sent digitally. Hard copies or original work is not acceptable.  
 All files should be insertion ready, improperly sized files may be altered at artcritical's discretion.  
 Files should be 300 dpi and no larger than 5 MB. Files should be emailed to [advertise@artcritical.com](mailto:advertise@artcritical.com)

**Contact us**

We can help you tailor your advertisement to your specific needs. Please contact Karley Klopfenstein, Advertising Associate at [advertise@artcritical.com](mailto:advertise@artcritical.com)

