



New England's Culture Magazine

| 2008

Media Kit

Includes:

The artscope advantage
Advertising specifications
Advertising rates
Advertising agreement
Testimonials

info@artscopemagazine.com
www.artscopemagazine.com

What comes with your **artscope** display ad:

as | The **artscope** Mission

We strive to inform and entertain our readers through high quality content and production, while increasing the awareness of enthusiasts and collectors, to the New England art and culture community.

as | Readership

- Reaches 60,000 readers.
- Distributed to between 600 to 700 locations across Boston and New England.
- Free distribution to hundreds of targeted drop sites, including museums, galleries, hotels, condominiums, restaurants and cafes, retail locations, art institutions and schools, and art centers throughout New England.
- The Largest arts audience in Boston.
- Full color and glossy at no additional cost.
- Current exhibition reviews.
- Demographics include visual art exhibit audiences, performance art attendants, art buyers and collectors, art enthusiasts, students, and artists.
- Powerful, effective and affordable marketing at your fingertips with **artscope** magazine.
- Take advantage of the most prestigious display space for the most value in all of New England.
- The best way to reach the active audience you want is through the only New England based art magazine featuring reviews of exhibits currently on view.
- Call us today!

as | Design Services

artscope will assist you in designing and creating the right ad for your promotional needs. Please contact our offices for information.

Page Size	1x	3x	6x
Full Page	\$2400	\$1900	\$1600
Half Page	\$1500	\$1200	\$950
Quarter Page	\$950	\$750	\$650
Eighth Page	\$700	\$550	\$450

Table of Contents display space add 25%

Listings Section display space add 15%

Inside Cover \$5000. Inside Back Cover \$5000. Back Cover \$7000. Please inquire with our associates.

artscope Listings Rates

Single Listing	\$95
Full Year of Listings	\$475
Listings Image	\$120
Each Additional 50 word block	\$35
Place your ad in a shaded box for prominent viewing	additional \$35

Listings may be up to 50 words in length, PLUS BASIC GALLERY INFO (THIS INCLUDES INSTITUTION NAME, HOURS AND CONTACT INFORMATION, BUT NOT EXHIBIT TITLES AND DATES).

How to submit your listing: Submit via fax, mail, or e-mail to listings@artscopemagazine.com. Indicate "Listing" in the subject heading.

artscope Ad Material Specifications

Page Size	Orientation	Width	Height
Full Page	non-bleed	8.25"	11"
Full Page	bleed	9.125"	11.875"
Half Page	horizontal	8.25"	5.375"
Half Page	vertical	3.875"	11"
Quarter Page	horizontal	8.25"	2.4375"
Quarter Page	vertical	3.875"	5.375"
Eighth Page	horizontal	3.875"	2.4375"
Eighth Page	vertical	1.6875"	5.375"

artscope Prepress Specifications

Trim Size: 9" Width x 11.75" Height. Provide bleed material with a safety margin of 1/8" (.125")

Live Area: 8.5" Width x 11.25" Height.

Page Layout: Adobe InDesign. Graphics: Save as PDF (.pdf) file with embedded fonts.

Acceptable Media: CD-ROM, e-mail attachment or FTP.

Digital Images: Scan flat artwork at 300dpi, slides at 1200dpi. Save as Tiff (.tif) CMYK or B/W

Ad Quality: 300 dpi, CMYK

We cannot guarantee the ad copy if all files are not accompanied by fonts (printer and screen), original or scanned art (EPS, TIFFs), any imported graphics, and a laser print at 100%

New ☐

Renewal ☐

Account: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact Name: _____

E-mail: _____

artscope Terms and Conditions

Cancellations or revisions to the contracted ads must be made prior to the deadline. Advertiser will be responsible for changes or cancellations after the ad deadline.

Ads requiring prepress work may incur additional fees.

artscope Deadlines

Issue	Ad Deadline
Jan/Feb	December 15
Mar/Apr	February 15
May/Jun	April 15
Jul/Aug	June 15
Sep/Oct	August 15
Nov/Dec	October 15

artscope Ad Copy

Ad copies must be identifiable as such with the advertiser's trademark or signature. artscope reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication. The agency and the advertiser will indemnify and hold the publisher harmless from and against any loss or expenses resulting from claims or suits based upon the content or subject matter of such advertisements, including, without, limitation, claims or suits for libel, violations of privacy, plagiarism, and copyright infringement.



Ad Reservation Schedule 2008-2009

Issue	Full	Half	Quarter	Eighth	Listing*	Amount
Jan/Feb						
Mar/Apr						
May/Jun						
Jul/Aug						
Sep/Oct						
Nov/Dec						

Please indicate if display ad placements are vertical or horizontal.

For cover ads (Inside front, Inside back, or back cover, please call **artscope** for availability.

* ☐ Image

* ☐ Shaded

* ☐ Extra Text

Comments: _____



Payment Information

☐ Pre-payment: _____ Amount Enclosed: _____

Check#: _____

(Made payable to **artscope** magazine)

☐ Credit Card: ☐ VISA ☐ MC ☐ AMEX

CC#: _____

Exp. Date: _____

☐ Name as it appears on card: _____

I have read and agree to the terms and conditions of this contract with the attached rates.

Authorized Signature _____

Date _____



Fax form to 1.617.639.5496

"I am honored to be represented in ARTSCOPE, the most prestigious publication of the Arts of New England. I hope you will join us in our enthusiasm."

Ed Oates Fine Arts Museum, Sagamore, MA

What can we say? From our first phone conversation to our placing ads with your publication, we have enjoyed working with you and your staff. We are delighted to be part of a new publication offering a fresh and insightful approach to the arts. The review of our exhibit, 'American Artists in Rural Ireland: The Ballinglen Experience' by Roanna Forman enticed new viewers into our gallery, while advertising in your publication continually puts our association in front of new audiences across New England. Kudos to you and your staff on such a terrific publication!

Deborah Plunkett, Public Relations, Concord Art Association

I want to thank you for a fabulous artscope this month. We received our copies and they're moving so fast. I so much appreciate the column Brian Goslow wrote about Icons + Altars at the New Art Center. The writing really personalized the content of the exhibit and many people have commented on seeing the coverage and have shared with me that they thought the article wonderfully communicated the spirit of the exhibit. Others have called because they read your article and wanted to know more! So many many thanks.

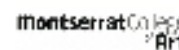
Ceci Mendez, Exhibitions Director, New Art Center in Newton

I would like to extend my sincere thanks to the writers and staff at Artscope Magazine for their continuing support of Boston's galleries.

I've witnessed firsthand how Artscope has increased the visibility of the artists exhibited at the Art Institute of Boston Gallery at Porter Exchange through the reviews of two exhibits: "The Figure Explored: Contemporary Ceramic Sculpture (Sept/Oct 06)", and "Andy Anderson: Photographs from Africa, Iceland, and Spain" (Mar/Apr 07). In both instances the gallery saw a higher number of visitors, the Anderson exhibition being our most heavily visited exhibit to date.

It certainly goes without saying that increased exposure creates and supports the important dialogue between artists and their audiences. Artscope has quickly proven to become a pivotal staple in this regard.

Andrew Mroczek, Director of Exhibitions, The University Gallery at Porter Exchange Lesley University



The Art Institute of Boston

