



Artexpo New York Special Edition of Art Business News

Packed with innovative art market content, ABN is the magazine of today's forward-thinking art professionals, boasting more than 30,000 readers.

In addition to its regular readership of 30,000, the **Artexpo New York** special edition will reach Artexpo's 25,000 attendees, including more than 4,000 trade buyers and 20,000 collectors.

*Double your exposure at a price
that can't be beat:*

FULL PAGE: \$1,995

HALF-PAGE: \$1,195

QUARTER-PAGE: \$595

Look who's already advertising in the **Artexpo New York** special edition of *Art Business News*...

GE Capital • Thomas Kinkade Company • Deljou Art Group • Blazing Editions •
Quadro Art Hanging Systems • JensArt & many more!

Read All About It...

Top 50 Emerging Artists: 2012

ABN unveils the 50 artists of tomorrow

Spotlight On: International Artexpo New York

Inside the world's largest fine art trade show

To License or Not to License?

Determine whether licensing is right for you

Low-Cost Gallery Marketing Ideas

Marketing techniques that won't break the bank

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Visit the digital edition at <http://artbusinessnews.epubxpress.com>



Some Quick ABN Reader Facts...

- 86% of ABN readers are retail gallery owners, art dealers or consultants
- The magazine's 30,000+ readership also includes picture framers, architects, interior designers and corporate art buyers
- More than 80% are industry veterans with five or more years of experience in the business and real purchasing authority
 - 73% of readers have tried an advertiser's product after seeing it in the magazine
 - 93% of readers recommend or pass along their issues to a colleague

AD SIZES & MECHANICAL REQUIREMENTS

■ FORMAT

PDF FORMAT (Preferred)

- Press optimized PDF and PDF/X1-A
- Fonts, high-resolution images must be embedded
- Images must be 266-300 dpi
- Images must be 4-color process. Please convert any pantone/spot colors and RGB colors to CMYK
- Bleed ads should include 1/8 inch on all sides and crop marks offset by 12 pts
- Live/text area should be inset 1/4 inch from trim on all sides.
- To guarantee color, all ads **MUST** be submitted with a SWOP standard proof by close of copy deadline. Proofs for e-mailed ads can be sent via regular mail. *Art Business News* assumes no responsibility for the reproduction of ads submitted without a proof.

Screens

- 4-color – 133-line with 280% max density
- 2-color – 133-line with 160% max density
- Black-and-white – 120-line
- For web press, compensate for 20% dot gain in midtone to dark areas
- PRESS COLOR ROTATION: black, cyan, magenta, yellow

■ PRODUCTION MATERIALS

- Ads under 5MB may be emailed to ads@artbusinessnews.com
- Ads larger than 5MB should be uploaded via FTP. For FTP instructions, contact Kathy Tongay-Carr: kathy@artbusinessnews.com.
- All digital ad materials will be destroyed after three months
- A SWOP standard proof **MUST** be submitted by close of copy deadline. Proofs for e-mailed ads can be sent via regular mail. *Art Business News* assumes no responsibility for the reproduction of ads submitted without a proof.
- Send ad materials, including proof to:

Art Business News
Attn: Advertising
130 Seventh Ave, #107
New York NY 10011
ads@artbusinessnews.com

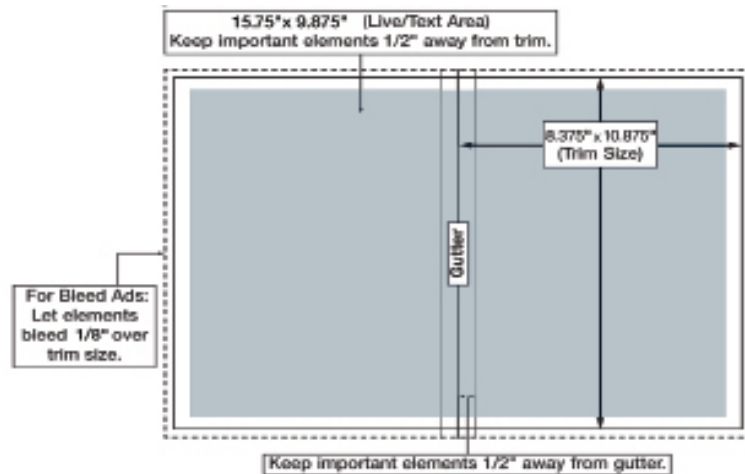
■ ISSUE AND CLOSING DATES

- **Materials are due one month prior to issue date**
- Space reservation cannot be cancelled after the closing date
- If new ad copy is not received by the 5th of the month preceding the date of issue, the publisher reserves the right to bill for space ordered and will repeat an ad of the same size if available.

■ PRODUCTION CHARGES

- If design services are required, the cost for creating ads is \$200
- Advertisement and production charges must be paid in full before work will begin on ad production
- Advertiser approval is required on all ads created by ABN's production team
- A high-res PDF of the ad will be provided once approval has been given

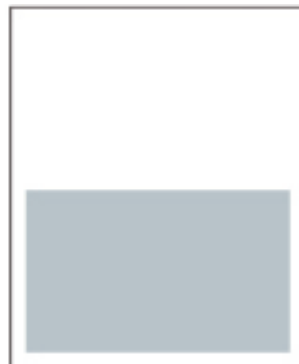
■ SPREAD



◀ bleed:
17" x 11 1/8"

trim:
16 3/4" x 10 7/8"

■ HALF HORIZONTAL



◀ horizontal:
no bleed
7 1/4" x 4 3/4"

■ FULL PAGE

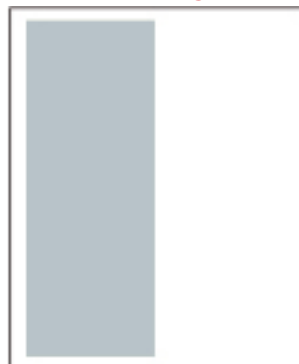


◀ no bleed
7 1/4" x 9 3/4"

bleed:
8 5/8" x 11 1/8"

trim:
8 3/8" x 10 7/8"

■ HALF VERTICAL



◀ vertical:
no bleed
3 1/2" x 9 3/4"

■ QUARTER



◀ no bleed
3 1/2" x 4 3/4"