

advertising rates for 2011-2012 buffalo niagara artist and gallery guide



The 2011-2012 guide will again include area maps and individual listings of regional galleries and artists. The guide will be full color with artists and galleries in separate sections (quarter page listing with image). 60,000–85,000 copies will begin being distributed around the holidays and continue throughout the two years. Distribution will include area hotels, real estate relocation services, Buffalo/Niagara Convention & Visitors Bureau, Arts Council in Buffalo and Erie County, Buffalo Airport, galleries, museums and businesses throughout the region, as well as outside the area.

The directory is designed to be used year-round as a reference of local artists and galleries, so there will be continued exposure to your ad.

ad specifications

back cover (5.125" w x 8" h) at Gold sponsorship of \$3000
full page (5.125" w x 8" h) \$575 includes a listing if a gallery or artist
half page (5.125" w x 3.9375" h) \$350
quarter page (2.5" w x 3.9375" h) \$225

Prices include some art work assistance.

format requirements

Image for the directory will be printed in color.

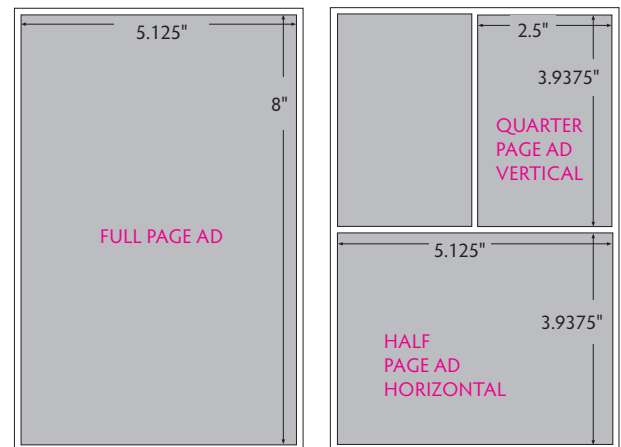
- High resolution (300dpi minimum)
- tiff or eps format preferred (jpbs* are acceptable)
- Fonts converted to outlines or rasterized
- CMYK or Grayscale color format (no pms colors)

*do not use images formatted for the web

business name _____ contact _____

address _____ phone _____

ad size _____ cost \$ _____ copy and art attached will send later
signed _____ date _____



Thank you for supporting your local arts community!!

Make checks payable to: Mail this form along with your check to:

Artists in Buffalo, Inc
190 Bryant Street
Buffalo 14222

Questions: Catherine Gillespie: 881-2199 gillespie.cath@gmail.com or Anne bliss 390-5906 • www.artistsinbuffalo.org