

XX·TRA

X-TRA CONTEMPORARY ART JOURNAL 20TH ANNIVERSARY ADVERTISING RATES AND CALENDAR Volume 20 2017/18

PRINT AD CALENDAR

ISSUE	FALL 2017 20.1	WINTER 2017/18, 20.2	SPRING 2018 20.3	SUMMER 2018 20.4
Reservations	May 17, 2017	August 8, 2017	November 21, 2017	Feb 19, 2018
Artwork Due	June 5, 2017	August 21, 2017	December 11, 2017	March 12, 2018
News-stands	Sept 1 – Nov 19, 2017	Nov 20, 2017 – March 20, 2018	March 21, – June 7, 2018	June 8 – August 30, 2018

PRINT ADVERTISING RATES

Ad Size	Single Issue	Full Volume
Full Page	\$750	\$2400 (\$600 each / 20% discount)
2-Page Spread	\$1350	\$4300 (\$1075 each / 20% discount)
Half Page (NEW!)	\$300	\$1000 (\$250 each / 25% discount)
Gallery/Program List Page (NEW!)	n/a	\$250 (Full Volume Only) Your info is one of 6-8 listings per page)

X-TRAONLINE.ORG ONLINE AD BANNER AND BUTTON RATES OPEN CALENDAR

	Vertical Banner 220 x 360 px *Up to 4 in rotation. Exclusive placement available.	Large Button 220 x 220 px	Small Button 110 x 110 px
Full Year	\$4000	\$2000	\$850
6 Months	\$2500	\$1250	\$500
Monthly	\$500	\$250	\$100

- Ad artwork specs follow on separate page.
 - First time advertiser's payment due with reservation, all others billed upon publication.
 - Discounts available for non-profits and small organizations.
 - Contact us for information on partnership bundles.
- For enquiries contact Poppy Coles: poppycoles@x-traonline.org

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X-TRA CONTEMPORARY ART JOURNAL ADVERTISING SPECS

Submit to poppycoles@x-traonline.org

All Submitted Ad Artwork must be:
PDF format, Color mode CMYK, with ALL Images within the ad at 300dpi resolution

Full Page, BLEED

Document size
6.5 x 9.75 inches
Bleed .125 inches
Type safe area .375 inches
Include crop marks

Half Page, BLEED

Document size
6.5 x 4.875 inches
Bleed .125 inches
Type safe area .375 inches
Include crop marks

2-page Spread, BLEED

Document size
13 x 9.75 inches
Bleed .125 inches
Type safe area .375 inches
Include crop marks

Gallery/Program Listing

Send Listing Info via email:
•address
•website
•contact info
•up to 50 words description
•**LOGO:**
illustrator EPS or .ai file preferred.
JPEGs must be 300 dpi and at least 600pixels wide

Full Page, NO BLEED

Document size
5.875 x 9.125 inches
No crop marks

Half Page, NO BLEED

Document size
5.875 x 4.5 inches
No crop marks

2-page Spread, NO BLEED

Document size
12.4 x 9.125 inches
No crop marks

Full page
BLEED

6.5" wide x 9.75" tall
plus .125" bleed

Full page
NO BLEED

5.875" wide
x 9.125" tall
no crop marks

Half page
BLEED

6.5" wide x 4.875" tall,
plus .125" Bleed

Half page
NO BLEED

5.875" wide x 4.5" tall
no crop marks

Full Spread
BLEED

13" wide x 9.75" tall
plus .125" bleed

Full Spread
NO BLEED

12.4" wide x 9.125" tall
no crop marks

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X-TRA ONLINE ADVERTISING
2017/18
www.X-TRAonline.org

Advertise with X-TRA online to reach local, national and international audiences of art collectors, art professionals, art lovers and artists!

X-TRA website visitors are from around the world:
48% US
35% Europe and UK
10% Canada
7% Other

X-TRA website visitors are active in the arts and culture sections, trend-setting and engaged

25% are aged between 18–25
33% between 26–35
30% are between 36–45

ONLINE AD PRICING:

	Vertical Banner	Large Button	Small Button
Full Year	\$4000	\$2000	\$850
6 Months	\$2500	\$1250	\$500
Monthly	\$500	\$250	\$100

Vertical Banner*
220 x 360 px

*Up to 4 in rotation. Exclusive placement available.

Large Button
220 x 220 px

Small Button
110 x 100 px

– First time advertiser's payment due upon reservation, others billed upon publication.
– Discounts available for non-profits and small organizations.

– Contact us to discuss ipartnership bundles:
poppycoles@x-traonline.org