

X—TRA

X-TRA CONTEMPORARY ART JOURNAL ADVERTISING RATES AND CALENDAR Volume 21 2018/19

PRINT AD CALENDAR

| ISSUE | FALL 2018 21.1 | WINTER 2019 21.2 | SPRING 2019 21.3 | SUMMER 2019 21.4 |
|--------------|---------------------------|----------------------------------|-----------------------------|----------------------------|
| Reservations | May 22, 2018 | August 8, 2018 | November 21, 2018 | Feb 19, 2019 |
| Artwork Due | June 4, 2018 | August 20, 2018 | December 17, 2018 | March 11, 2019 |
| Newsstands | Sept 10 – Nov 30, 2018 | Nov 30, 2018 – March 25, 2019 | March 25 – June 15, 2019 | June 15 – Sept 10, 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 | \$300 | \$1000 (\$250 each / 25% discount) |

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

| | Vertical Banner 220 x 360 px <small>*Up to 4 in rotation. Exclusive placement available.</small> | 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

X—TRA

X-TRA CONTEMPORARY ART JOURNAL ADVERTISING SPECS

All Submitted Ad Artwork must be:
PDF format, Color mode CMYK, ALL images within the ad at 300dpi resolution.
Send to: poppycoles@x-traonline.org

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
12.4 x 9.125 inches
Bleed .125 inches
Type safe area .375 inches
Include crop marks

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

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

X-TRA

X-TRA ONLINE ADVERTISING

2018/19

<http://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

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