

Announce Your Presence at Artexpo! Advertise in Our 2010 Show Guide

WHY ADVERTISE?

Our 80-page, glossy, beautifully bound 2010 Show Guide will be distributed to 15,000 trade attendees and consumers to help them navigate through the aisles of Artexpo New York. Capture the buyer's attention with an ad that expresses your signature style and delivers them to your booth. The Show Guide will also be posted on Artexpo's website.

Even if you're not an exhibitor, a colorful ad will offer you excellent industry exposure and help attendees remember you long after Artexpo is over. Full of information and exciting new art, this official Show Guide will serve as the industry buying reference all year long.

Ad submission deadline: February 22, 2010

AD SIZES & PRICING

EXHIBITOR

- 1/4 page ad: 3.875" x 5.125" — \$295.00
- 1/2 page ad: 8" x 5.125" — \$495.00
- Full page ad (with bleed): 8.75" x 11.25" — \$995.00
- Full page ad (with out bleed): 8" x 10.5" — \$995.00
- Premium ad: inside front and back cover — \$1295.00

OTHER

- 1/4 page ad: 3.875" x 5.125" — \$495.00
- 1/2 page ad: 8" x 5.125" — \$795.00
- Full page ad (with bleed): 8.75" x 11.25" — \$1395.00

DESIGN CRITERIA FOR ADS

- Images must be 300 dpi
- File format: Photoshop, or press quality PDF
- Fonts and high-resolution images must be embedded
- Files must be CMYK process



artexpo[®]
new york

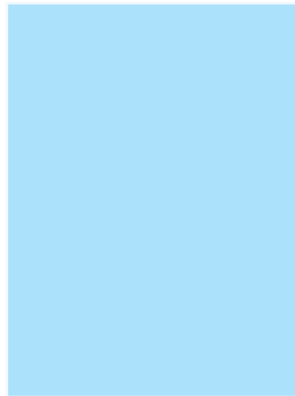
www.ArtExpoNewYork.com

AD SPECIFICATIONS

Design your ad using the design specifications below.

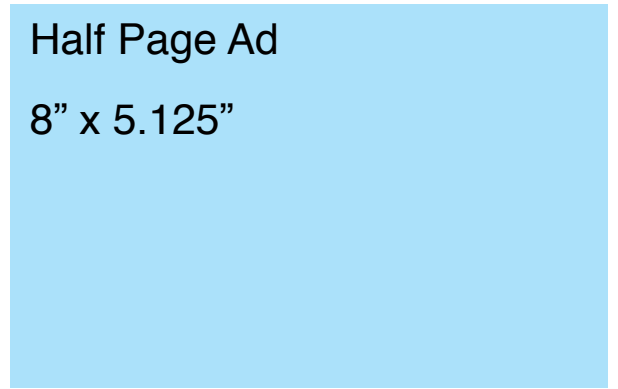
Quarter Page Ad

3.875" x 5.125 "

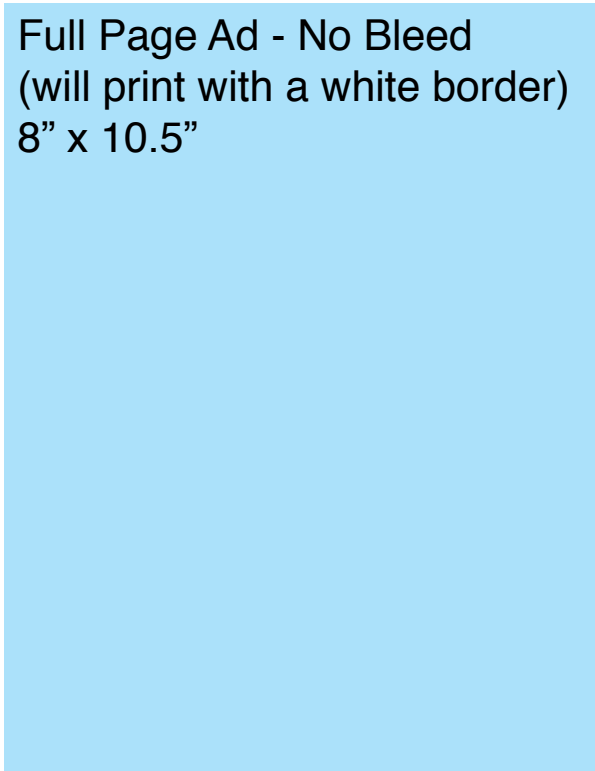


Half Page Ad

8" x 5.125"

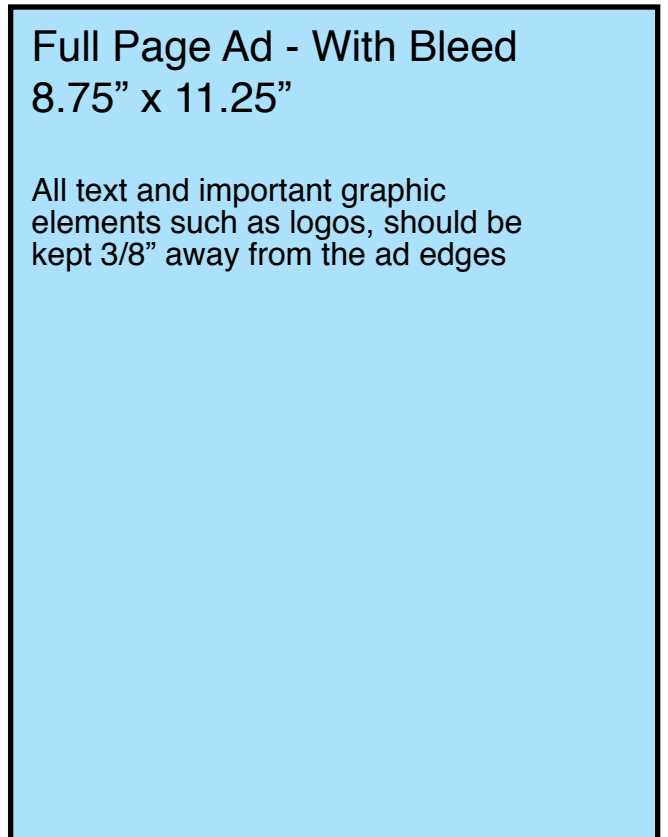


Full Page Ad - No Bleed
(will print with a white border)
8" x 10.5"



Full Page Ad - With Bleed
8.75" x 11.25"

All text and important graphic elements such as logos, should be kept 3/8" away from the ad edges



STANDARD SHOW GUIDE TEMPLATES

We would be happy to create an ad for you using the design templates below.

DESIGN CRITERIA FOR ADS

- Send in all graphics needed for ad
- All Images must be 300 dpi
- Files must be CMYK process color
- Send in correct artist/gallery name
- Any contact information you would like to appear in the ad

Quarter Page Ad 3.875" x 5.125 "



ARTIST /GALLERY
BOOTH NUMBER 000
PHONE 000.000.0000
WEB SITE www.ArteXpoNewYork.com

Full Page Ad - With Bleed 8.75" x 11.25"

ARTIST /GALLERY



BOOTH NUMBER 000 PHONE 000.000.0000 WEB SITE www.ArteXpoNewYork.com

Half Page Ad 8" x 5.125"



ARTIST /GALLERY

BOOTH NUMBER 000 PHONE 000.000.0000 WEB SITE www.ArteXpoNewYork.com



Date: _____
To: Artexpo New York
Email: sales@artexponewyork.com
Phone: 216. 916. 9321
Fax: 216. 916. 9325

From: _____
Ph: _____
Fax: _____
Email: _____

Below is an insertion order for advertising in the Artexpo New York 2010 show guide. Please review and sign it for your approval then fax it back to the above number. Call me if you have questions or need changes.

Note: All advertising cancellation requests must be made on or before the space deadline date for the issue the ad is scheduled to run in. **Ad submission deadline: February 22, 2010**

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CREDIT CARD INFORMATION

Card Type _____
Card Number _____
Name on Card _____
Expiration Date _____
Billing Zip Code _____

Please email or fax form to: Artexpo New York
Email: sales@artexponewyork.com Phone: 216. 916. 9321 Fax: 216. 916. 9325

CONTRACT AGREEMENT

The Publishers have the right to reject or cancel any advertising for any reason at any time. The liability of the Publishers on account of errors and omissions shall in no event exceed the lesser of the advertiser's damages or the amount of the charge for the advertisement that was omitted. All advertisements are accepted and published on the representation that the agency and the advertiser are authorized to publish the contents and subject matter. The advertiser and the agency will indemnify and save the Publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringement.

ADVERTISER/AD AGENCY

DATE

PUBLISHER REPRESENTATIVE
