



ArtexpoNewYork.com



# Announce Your Presence at Artexpo New York! Advertise in Our Show Guide

## WHY ADVERTISE?

Our beautifully designed Show Guide will be distributed to thousands of 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 has been extended to February 27, 2012!**

## SHOW GUIDE INFORMATION

### Size: 8.5" x 11"

- Format: Elegant magazine layout with glossy pages.
- Content: Includes articles, artist highlights, exhibitor advertisements, an Exhibitor Directory, etc.
- Exhibitor Advertisements: Design your own ad or purchase a standard template ad and we'll do the design for you.
- Exhibitor Directory: All exhibitors receive a complimentary text listing in the Exhibitor Directory, including name, booth number and contact information.
- Distribution: Free to attendees at Artexpo New York 2012.

*NOTE: Unlike the Miami [SOLO] Catalog, the Artexpo New York Show Guide does NOT include a full page listing for each artist.*

[Click here to view last year's catalog >](#)

## TO PLACE YOUR ORDER:

[Fill out our online order form >](#)

Or call: Eric Smith at 216.225.0962

Rick Barnett at 831.747.0112

Email: [sales@artexponeyork.com](mailto:sales@artexponeyork.com)





## AD SIZES & PRICING

1/4 page ad	1/2 page ad	Full page ad	Premium ad
\$395.00	\$750.00	\$1395.00	<b>SOLD OUT</b>

## AD DESIGN SERVICES

We will be happy to design an ad for you using our Artexpo design template for a small additional fee. Please see Page 3 for sample Artexpo design templates and requirements.

### DESIGN FEES

1/4 page ad	1/2 page ad	Full page ad	Premium ad
\$50.00	\$75.00	\$100.00	<b>SOLD OUT</b>

## ALL SUBMITTED ADS SHOULD FOLLOW THESE GUIDELINES

- Please submit ALL ad components to be used in the ad including; high-resolution image, artist or gallery name, phone number, booth number & web site.
- PDF, Adobe Illustrator, Adobe Photoshop, Jpegs and Tiffs documents are acceptable file types. Files should be flattened and fonts should be converted to outlines. All images must be 300 dpi (dots per inch) and color images must be converted to CMYK (Cyan, Magenta, Yellow and Black).
- When large areas of black are used please use this formula C=40 M=20 Y=10 K=100
- When naming your image file, please include your full name. Example: "John Smith.jpg"

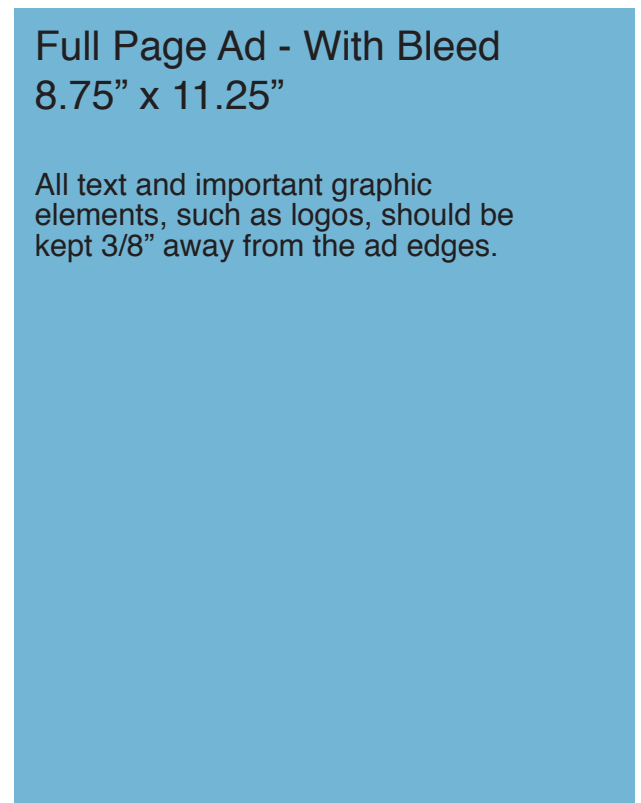
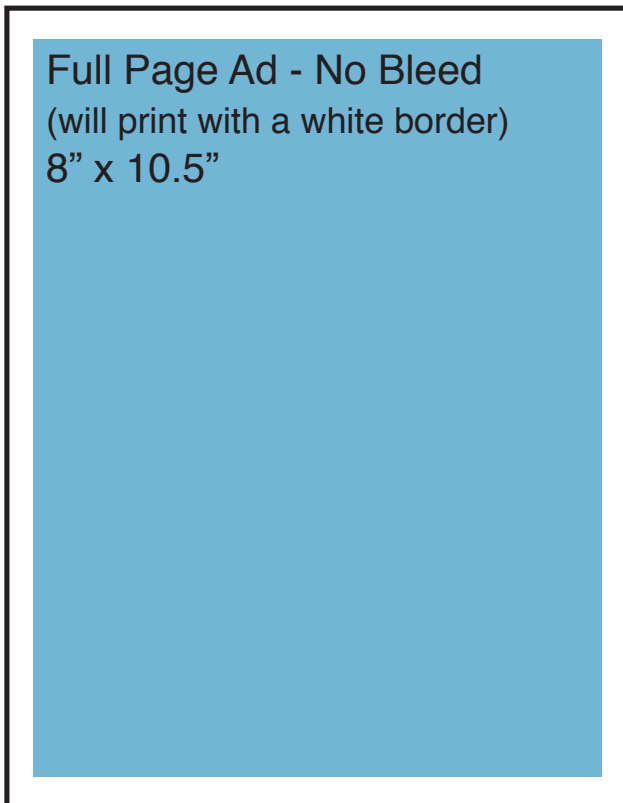
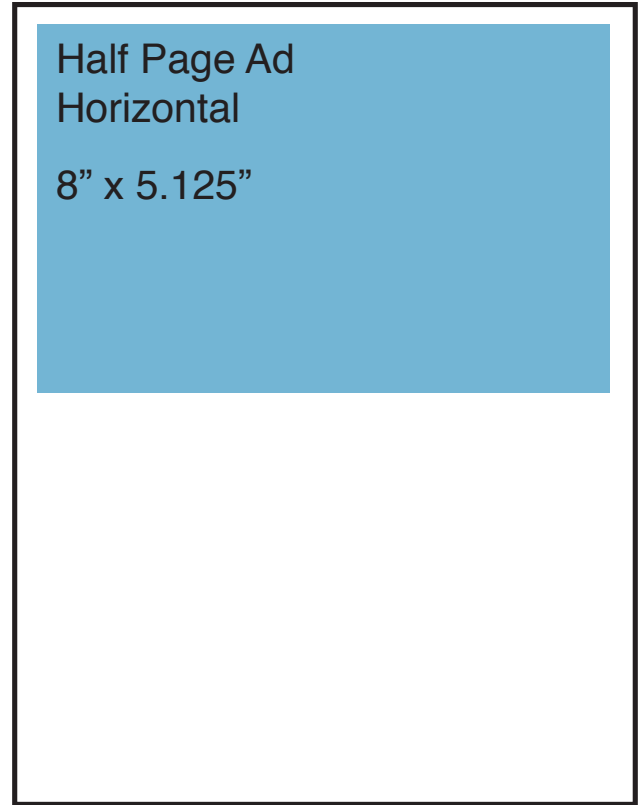
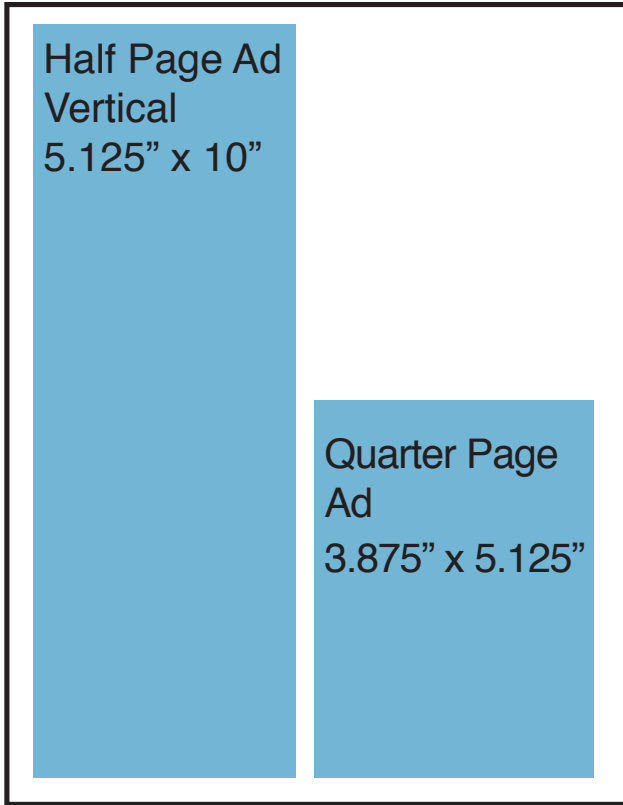
## TO PLACE YOUR ORDER

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Email your submission to [images@artexponeyork.com](mailto:images@artexponeyork.com)

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## AD SIZES



# STANDARD SHOW GUIDE TEMPLATES

If you would like us to design an ad using our standard design templates, please note: *we are unable to customize this template to any specifications—i.e., change fonts, layout, etc.*

## DESIGN FEES ARE:

1/4 pg ad: \$50

1/2 pg ad: \$75

Full pg ad: \$100

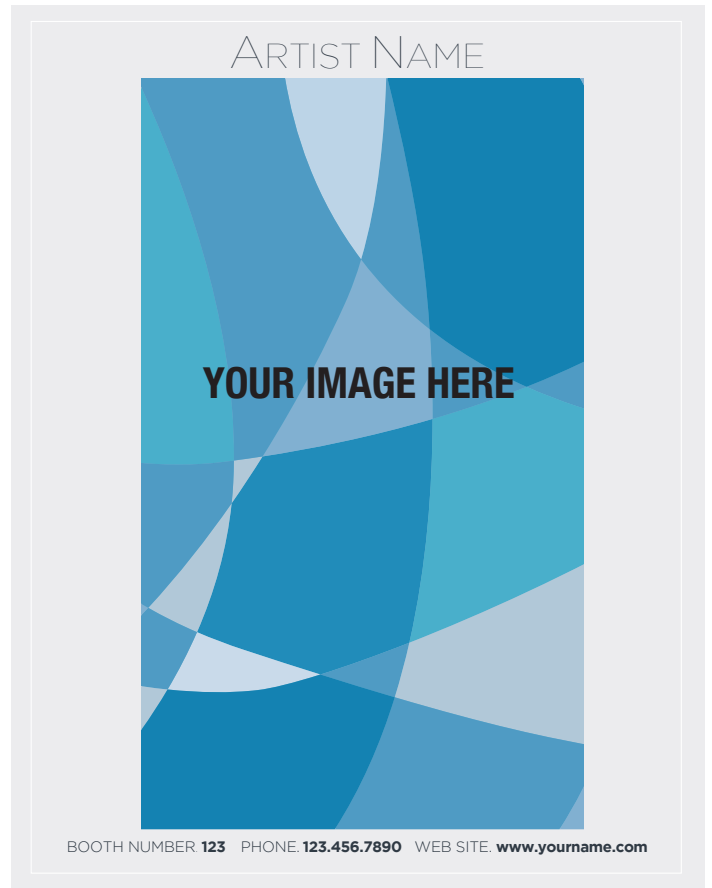
Half Page Ad  
8" x 5.125"



Half Page Ad  
5.125" x 10"



Full Page Ad - With Bleed  
8.75" x 11.25"



Quarter Page Ad  
3.875" x 5.125"

