

APRIL 21-24, 2017 | PIER 94 | NYC

GET YOUR BUSINESS IN FRONT OF  
30,000+ ART COLLECTORS & TRADE BUYERS!

The *Art Business News* Show Catalog will be distributed to thousands of attendees to help them navigate the aisles of Artexpo New York. Capture their attention with an ad that expresses your signature style and delivers them to your booth. The Show Catalog will also be posted on Artexpo's and *Art Business News*' websites.

#### SHOW GUIDE INFORMATION

- **Finished Size:** 8.5" x 10.875"
- **Format:** Elegant magazine layout with glossy pages.
- **Content:** Includes articles, artist highlights, exhibitor advertisements, 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.
- **Distribution:** Free to attendees at Artexpo New York

#### TO PLACE YOUR ORDER:

Fill out our online order form:

<http://www.artexponeewyork.com/show-catalog-ad-upload/>

#### OR CONTACT:

Ashley Tedesco  
831.970.5611  
ashley@redwoodmg.com

#### DEADLINE IS MARCH 6, 2017.

**NOTE:** In order to keep in line with the overall aesthetic of the Show Catalog, Redwood Media Group reserves the right to reject any advertisement submission, including those deemed inappropriate or that overtly advertise sale text.

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 Catalog will serve as the industry buying reference all year long.

#### AD SIZES & PRICING

##### BACK COVER: \$1995

Full Page

##### INSIDE FRONT OR BACK COVER, RIGHT: \$1595

Full Page

##### INSIDE FRONT OR BACK COVER, LEFT: \$1595

Full Page

##### SPREAD: \$2495

Two-page spread

##### Premium Ads: \$1495 each

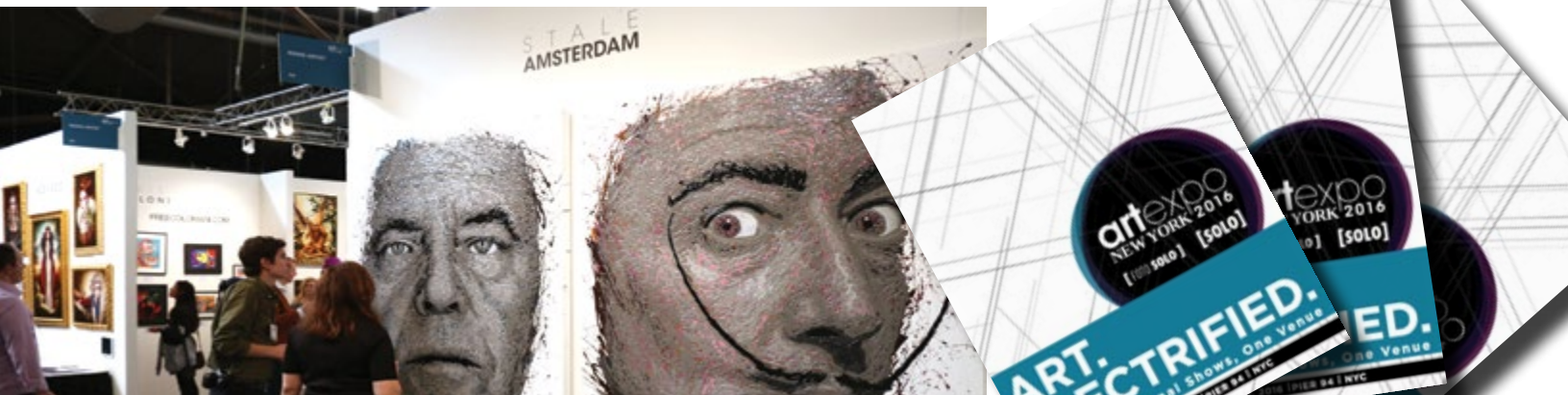
- Across from the Table of Contents
- Across from the Welcome letter
- Across from the Floor Plan
- Across from the Show Hours

##### FULL-PAGE AD: \$1395

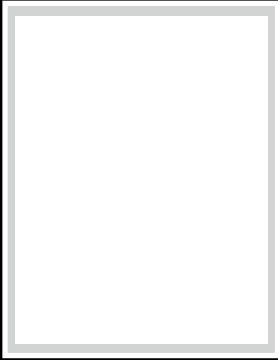
##### HALF-PAGE AD: \$750

##### QUARTER-PAGE AD: \$395

Ad space subject to availability



# AD SPECIFICATIONS



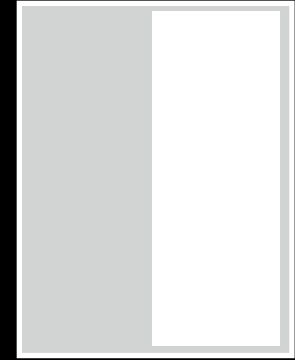
A. Full-Page Ad,  
No Bleed  
8.125" x 10.5"



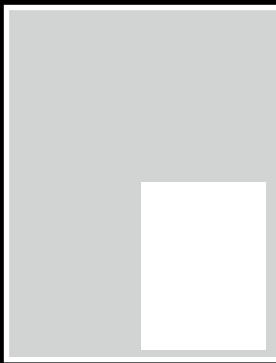
B. Full-Page Ad,  
With Bleed  
8.75" x 11.125"



C. Half-Page Ad,  
Horizontal  
8.125" x 5.125"

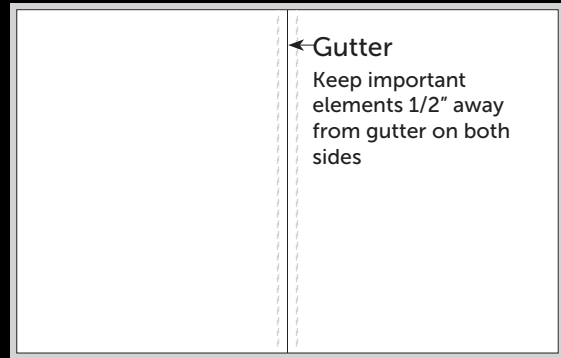


D. Half-Page Ad,  
Vertical  
3.875" x 10.5"



E. Quarter-Page Ad  
3.875" x 5.125"

F. Spread  
Live area: 16.68" x 11.125"  
Bleed: 17.25" x 11.125"



AD SIZE	BLEED	LIVE AREA	TRIM
A. Full page, no bleed	NA	8.125" x 10.5"	
B. Full page with bleed	8.75" x 11.125"	8.125" x 10.5"	8.5" x 10.875"
C. Half Page, horizontal	NA	8.125" x 5.125"	
D. Half Page, vertical	NA	3.875" x 10.5"	
E. Quarter Page	NA	3.875" x 5.125"	
F. Spread	17.25" x 11.125"	16.68" x 11.125"	17" x 10.875"

## DESIGN CRITERIA FOR ADS

- All images must be 300 dpi (dots per inch) and color images must be converted to CMYK (Cyan, Magenta, Yellow and Black). Please convert any RGB colors to CMYK.
- File formats we accept: Indesign, Photoshop, Illustrator, or press quality PDFs (do not include trim lines)
- Fonts and high-resolution images MUST be embedded or packaged
- To avoid font problems when not supplying a PDF, we recommend that all fonts are converted to outlines.
- Large areas of black should be composed of the following: C=40, M=20, Y=10, K=100
- Please include your name on ALL folders and files.
- 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.
- All text and important graphic elements, such as logos, should be kept 3/8" away from the ad edges on ads with bleed.

## ARTEXPO RUNS ON A MAC OSX PLATFORM.

Please note: If any of the listed requirements are not met the ad may be returned to the advertiser to make corrections.

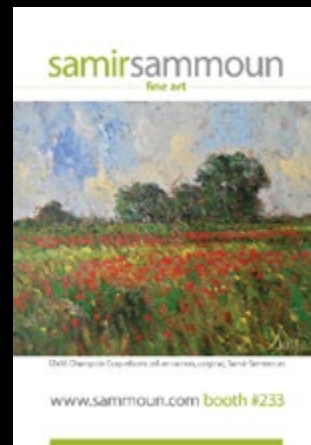
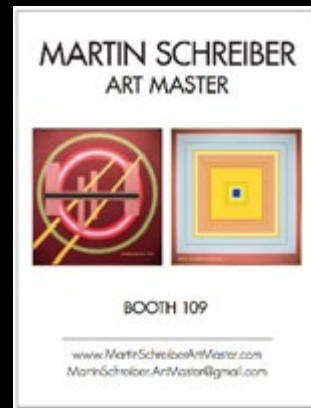
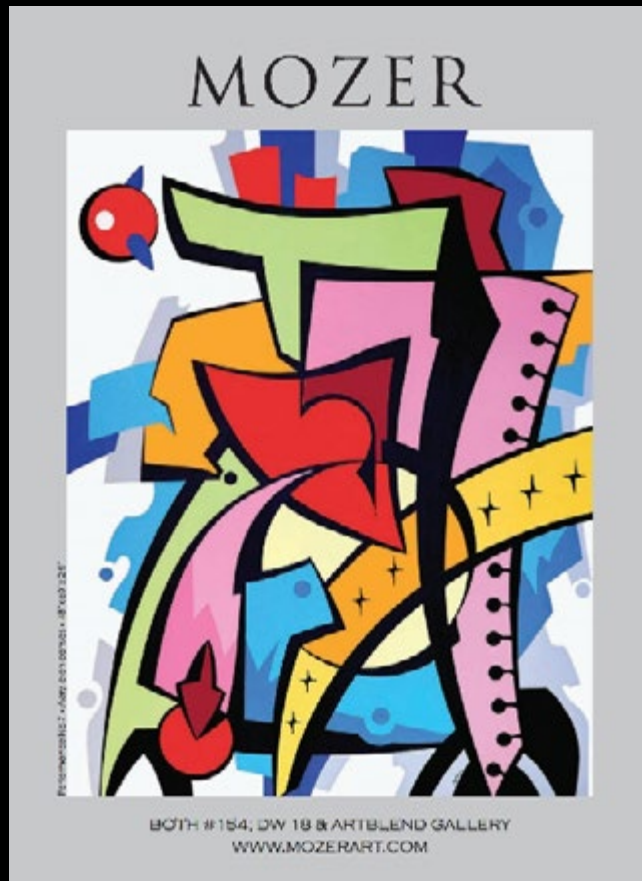
### Please upload all ads to our FTP form:

<http://www.artexponewyork.com/show-catalog-ad-upload/>

Artexpo New York accepts electronic files as being camera-ready with the understanding that all of the specifications on this form have been followed and met. No changes or modifications will be made.

Ad submission deadline is  
**MARCH 6, 2017.**

**NOTE:** In order to keep in line with the overall aesthetic of the Show Catalog, Redwood Media Group reserves the right to reject any advertisement submission, including those deemed inappropriate or that overtly advertise sale text.



Our designers can create a striking ad for you using our Artexpo design template. **There will be a \$100 fee** for using our design services. Your in-house ad design request is due by February 27th.

**DESIGN CRITERIA FOR ADS**

- Please submit ALL ad components to be used in the ad including; high-resolution image, artist or gallery name, phone number and web site.
- All images must be 300 dpi (dots per inch) and color images must be converted to CMYK (Cyan, Magenta, Yellow and Black). Please convert any RGB colors to CMYK.
- Please include your company name on ALL folders and files.

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