

# The Visual Artists' News Sheet

## Rate Card

2016

### The Visual Artists' News Sheet

The Visual Artists' News Sheet is a highly effective and affordable platform for publicising art events, exhibitions, arts services, artists' materials and equipment, notices of commissions and other opportunities for artists. We print and distribute 5000 copies per issue of this full-colour, 40 page newspaper throughout Ireland six times a year, ensuring that your advertising is timely and relevant.

### CLIENTS

---

The Visual Artists' News Sheet is utilised by leading Irish and International galleries and organisations. Placing your advertisement with us means that it will be seen in the context of other leading and important institutions. Our key clients include **The Irish Museum of Modern Art, The Tate, eva International, NIVAL, The Butler Gallery, Draiocht, Bronze Art, Cast, The Dock, Model Arts Centre, VISUAL Carlow, Belfast Exposed, Limerick City Gallery, Limerick School of Art and Design, The Golden Thread Gallery, Riverbank Arts Centre and West Cork Arts Centre.**

### ADVERTISING RATES

---

#### Inside Pages (height x width)

1/8 Pg (Landscape: 81mm x 127.5mm) €200  
1/4 Pg (Portrait: 167.5 x 127.5mm) €320  
1/2 Pg (Portrait: 340mm x 127.5mm) €600  
1/2 Pg (Landscape: 167.5mm x 260mm) €600  
Full Pg (340mm x 260mm) €1000

#### Back Pages (height x width)

1/8 Pg (Landscape: 81mm x 127.5mm) €250  
1/4 Pg (Portrait: 167.5 x 127.5mm) €370  
1/2 Pg (Portrait: 340mm x 127.5mm) €700  
1/2 Pg (Landscape: 167.5mm x 260mm) €700  
Full Pg (340mm x 260mm) €1100

#### Visual Artists Ireland does not charge VAT

**Discounts:** 6 issues 20%, 4 issues 15%, 2 issues 5%

#### Distribution

We print and distribute 5,000 copies of each issue and estimate a readership of at least 10,000 per issue. This includes direct mailing to 1500+ members of Visual Artists Ireland; an extensive complimentary and media list of art writers, journalists, architects, designers, educators and academics. It is also available across the Republic and Northern Ireland as a 'free sheet' from over 30 major art centres, galleries, museums, studios.

#### Format

The Visual Artists' News Sheet is a 40 page tabloid newsprint publication (full colour). It is published six times a year.

### Technical

Advertisements can be accepted via email or on disc via these formats:

1. As an image file: Tiff, Jpeg, Eps, PDF (Scaled to print size at 300dpi). NB: Please ensure artwork is optimised for newsprint reproduction. For example, to avoid registration problems avoid blacks made from full CMYK values (just K 100%). Likewise for small type (below 12 point) avoid CMYK tones - opt for black or grey-scales.

2. For an additional €60 The Visual Artists' News Sheet offers an in-house design service. Simply forward text (Microsoft Word format) and images (Tiff/ Jpeg) to the Visual Artist Ireland office.

### AD COPY DEADLINES & DISTRIBUTION DATES 2016

---

#### Issue 1 2016 January / February

Advertising Copy Date: Tuesday 8 December.

Distribution: up to first week of January 2016.

#### Issue 2 2015 March / April

Advertising Copy Date: Wednesday 10 February

Distribution: up to first week of March 2016.

#### Issue 3 2015 May / June

Advertising Copy Date: Friday 8 April

Distribution: up to first week of May 2016.

#### Issue 4 2015 July / August

Advertising Copy Date: Thursday 9 June

Distribution: up to first week of July 2016.

#### Issue 5 2015 September / October

Advertising Copy Date: Wednesday 10 August

Distribution: up to first week of September 2016.

#### Issue 6 2015 November / Decemeber

Advertising Copy Date: Monday 10 October

Distribution: up to first week of November 2016.

### CONTACT

---

#### Lily Power

Assistant Editor  
Visual Artists Ireland  
Central Hotel Chambers  
7 – 9 Dame Court  
Dublin 2

**Tel:** +353 (0)1 672 9488

**Fax:** +353 (0)1 672 9482

**Email:** [lily@visualartists.ie](mailto:lily@visualartists.ie)