

The Visual Artists' News Sheet

Rate Card

2018

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: 82.47 mm x 125.861 mm) €200
1/4 Pg (Portrait: 168.618 mm x 125.861 mm) €320
1/4 Pg (Landscape: 82.47 mm x 255.32 mm) €320
1/2 Pg (Portrait: 340.635 mm x 125.861 mm) €600
1/2 Pg (Landscape: 168.618 mm x 255.32 mm) €600
Full Pg (340.635 mm x 255.32 mm) €1000

Back Pages (height x width)

1/4 Pg (Portrait: 168.618 mm x 125.861 mm) €370
1/2 Pg (Portrait: 340.635 mm x 125.861 mm) €700
1/2 Pg (Landscape: 168.618 mm x 255.32 mm) €700
Full Pg (340.635 mm x 255.32 mm) €1100

Visual Artists Ireland does not charge VAT

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

Distribution

We print and distribute 5000 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 2018

Issue 1 2018 January / February

Advertising Copy Date: Wednesday 13 December.
Distribution: up to first week of January 2018.

Issue 2 2018 March / April

Advertising Copy Date: Wednesday 7 February
Distribution: up to first week of March 2018.

Issue 3 2018 May / June

Advertising Copy Date: Friday 6 April
Distribution: up to first week of May 2018.

Issue 4 2018 July / August

Advertising Copy Date: Thursday 7 June
Distribution: up to first week of July 2018.

Issue 5 2018 September / October

Advertising Copy Date: Wednesday 8 August
Distribution: up to first week of September 2018.

Issue 6 2018 November / Decemeber

Advertising Copy Date: Monday 8 October
Distribution: up to first week of November 2018.

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