

The Visual Artists' News Sheet

Rate Card 2022

The Visual Artists' News Sheet

The Visual Artists' News Sheet (VAN) is a highly effective and affordable platform for publicising art events, exhibitions, arts services, artists' materials and equipment, notices of commissions and other artist opportunities. We print and distribute 5,000 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, The Butler Gallery, Crawford Art Gallery, Draiocht, The Dock Arts Centre, F.E. McWilliam Gallery & Studios, The Glucksman, Lismore Castle Arts, National College of Art & Design (NCAD), Uillinn: West Cork Arts Centre and VISUAL Carlow.**

ADVERTISING RATES

Inside Pages (Width x Height)

1/8 Pg (Landscape: 125.613 mm x 80.121 mm) €200
1/4 Pg (Portrait: 125.613 mm x 164.012 mm) €320
1/2 Pg (Portrait: 125.613 mm x 331.975 mm) €600
1/2 Pg (Landscape: 255.04 mm x 164.012 mm) €600
Full Pg (255.04 mm x 331.975 mm) €1000

Back Page (Width x Height)

1/4 Pg (Portrait: 125.613 mm x 164.012 mm) €370
1/2 Pg (Portrait: 125.613 mm x 331.975 mm) €700
1/2 Pg (Landscape: 255.04 mm x 164.012 mm) €700
Full Pg (255.04 mm x 331.975 mm) €1100

Cover Slot (Width x Height)

1/2 Pg (Landscape: 255.32 mm x 161.354 mm) €750

See page over for layout examples

VAN, eBulletin and Social Media Advertising Bundle

Banner Advertisement (800 x 250 pixels; 72dpi)
€75 per week (for inclusion in two eBulletins)

Facebook Promotional Post €80 per post

Visual Artists Ireland does not charge VAT

Discounts and Bundles:

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

10% Organisational Membership

Format

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

The VAI eBulletin is disseminated twice each week: The Wednesday Jobs & Opps eBulletin and the Sunday Exhibitions & Events eBulletin go out to a mailing list of over 12,000 subscribers.

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 – optimal for black or grey-scales.

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 VAN Production Editor.

Banner Advertisement (800 x 250 pixels; 72dpi)

AD COPY DEADLINES & DISTRIBUTION DATES 2022

Issue 1: 2022 January / February

Advertising Copy Date: Friday 10 December 2021.
Distribution: up to first week of January 2022.

Issue 2: 2022 March / April

Advertising Copy Date: Friday 18 February 2022.
Distribution: up to first week of March 2022.

Issue 3: 2022 May / June

Advertising Copy Date: Friday 15 April 2022.
Distribution: up to first week of May 2022.

Issue 4: 2022 July / August

Advertising Copy Date: Friday 17 June 2022.
Distribution: up to first week of July 2022.

Issue 5: 2022 September / October

Advertising Copy Date: Friday 19 August 2022.
Distribution: up to first week of September 2022.

Issue 6: 2022 November / December

Advertising Copy Date: Friday 14 October 2022.
Distribution: up to first week of November 2022.

CONTACT

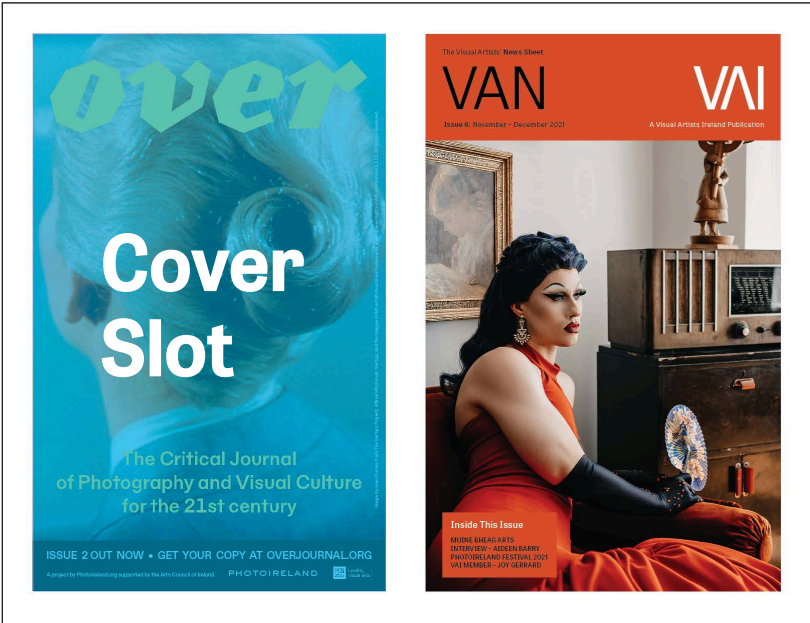
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COVER SLOT



BANNER AD (E-BULLETIN)



QUARTER PAGE (PORTRAIT) / EIGHTH PAGE / HALF PAGE (PORTRAIT)

