Diverse Ways to reach collectors

› Online at ArtandObject.com
› Digitally in the weekly E-letter
› Partner E-mail
› Auction Slideshows
› Native Web Exclusives
We tell their stories. We can tell yours. Join us in *Art & Object*.

“There’s a lot of photography and it’s exploding, but it’s also good! I’m a huge fan of what the iPhone and the Google phone can do. How can you not be interested? I don’t fight it.”

**Annie Leibovitz**

*ANNE LEIBOVITZ ON DOCUMENTING, MAKING HISTORY*  
February 23, 2019

“It’s a very focused and intense process. Sometimes the work emerges, but sometimes it doesn’t at all.”

**Ori Gersht**

*TIME, VIOLENCE, AND REALITY THROUGH ORI GERSHT’S CAMERA LENS*  
April 5, 2019

“All of this was clear to me and I expressed it in decades of work. And that work is now becoming clear to a lot of people.”

**Judy Chicago**

*AT 80, JUDY CHICAGO REACHES HER PRIME*  
August 27, 2019

“We cannot see who we are unless we remember something about our past.”

**Ai Weiwei**

*AI WEIWEI ON USING ART TO CONNECT THE PAST AND PRESENT*  
October 15, 2018

“Some people say people are going to be shocked. I have no idea what to expect from people here. So that’s something I’m absolutely curious about.”

**Sarah Lucas**

*FEMINISM, FRUIT, AND PHALLUSES: SARAH LUCAS AT THE HAMMER MUSEUM*  
June 24, 2019
An Affordable Way to Build New Customers

Art & Object uses the power of the internet and cutting edge techniques to drive new customers and new sales to your business. Art & Object is more than a destination—it is a suite of art-related opportunities that allow you to reach our very engaged audience.

Art & Object helps you promote your business—affordably, with taste, and with success!

About our Audience

• 76% obtained Bachelor’s Degree or higher
• 33% have or would spend at least $3,000-$15,000 on a single artwork
• 12% have or would spend $15,000 or more on a single artwork
• 52% visited more than five art galleries or museums last year
• 67% visited at least one art fair last year

Noteworthy Metrics

• 30% Average E-Letter Open Rate
• 17% Average E-Letter Click-Through
• Rapid Growth! Inquire about our latest audience size data.
Sponsored Web Exclusive

With this cornerstone digital native content, we tell a story that matches our audience’s interests with your marketing aims. We write about a topic that is germane to your business. We’ll work with you to find just the right topic.

- Appears alongside editorial content on the website
- Value-added retargeted message to “click-thrus”
- Featured in Art & Object newsletter
- Topic mutually agreed upon by client and publisher
- Written by our award-winning custom editorial team
- See an example of a Web Exclusive here! [Link]

Cost: $2,500

SEE AD SPECS

“I love your articles and frequently share them with friends and customers whose specific interest is covered.”

Art & Object Reader, 2019 Reader Survey
Banner Rates & Specs

The Art & Object website is updated daily with current news and features from the world of art collecting. Get your message in front of our readers today!

<table>
<thead>
<tr>
<th>BANNER</th>
<th>DEVICE</th>
<th>SIZE</th>
<th>FILE SIZE</th>
<th>CPM* NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>Desktop Tablet Mobile</td>
<td>300 x 250 (ONE AD SIZE FITS ALL)</td>
<td>40k</td>
<td>$38</td>
</tr>
<tr>
<td>Sticky Footer</td>
<td>Desktop Tablet Mobile</td>
<td>728 x 90 468 x 60 320 x 50</td>
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<td>$50</td>
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<tr>
<td>Rectangle</td>
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<td>300 x 125 (ONE AD SIZE FITS ALL)</td>
<td>40k</td>
<td>$35</td>
</tr>
</tbody>
</table>

About Sticky Footers

The Sticky Footer rides at the bottom of the screen but stays in place as the user scrolls up and down, so that the ad message is viewable through the entire experience. Sticky Footers are visible for 30 seconds—a lifetime for time on a page. This dynamic banner is remarkable in its ability to attract and hold attention. SEE AD SPECS
Art & Object Eletters

Our multi-weekly e-letters include fresh content relevant to the entire art space.

We have two e-letters: *Trending Now*, which arrives weekly, and *News Alert*, which is sent whenever there is noteworthy news in the art world—usually several times a week.

**E-LETTER BANNERS**

**Square (300 x 250 PIXELS)**

1X: $350 / issue
4X: $300 / issue
8X & more: $275 / issue

**NEWS ALERT BANNERS**

**Square (300 x 250 PIXELS)**

1X: $375 / issue
4X: $325 / issue
8X & more: $300 / issue

*We invite you to inquire about our open and click-thru rates.*
Partner E-mail

Targeted specifically for your business and emailed to our subscriber list. With high open and click-thru rates, reach new engaged collectors online in an impactful way.

- $2,400 per mailing

**Advertiser Provides**

- Camera-ready art and copy: 590 pixel wide image with click-thru URL

**Art & Object Provides**

- Email proof prior to mail date
- Delivery of email to our entire list of opt-ins
- Open and click-thru numbers provided after mailing, upon request

Materials are due 5 business days before the mail date.

**SEE AD SPECS**

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I look forward to your emails. I don't think I've typed that sentence before.”

Art & Object Reader, 2019 Reader Survey

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**Sculture Objects Functional Art and Design (SOFA)**

24% open rate
Single Sponsor Slideshow

A Single Sponsor Slideshow is an immersive experience. Advertiser can present up to 10 art objects for sale in a slideshow that is featured on our website and marketed throughout our various outlets.

The Single Sponsor Slideshow provides the following benefits:

- Up to 10 items and descriptions
- Drives traffic to your business
- Inclusion on the Art & Object website indefinitely with updated sales numbers
- Promotion through ad banners, story links, and on Facebook
- Easy production; we need only images and descriptions
- Complete brand inclusion (logos, etc.)

Cost: $2,200 / slideshow

Materials are due 10 business days before the start date.

2,000+ page views
44% clickthrough

SEE AD SPECS
VIEW AN EXAMPLE OF THE SLIDESHOW HERE!

"Thank you for this amazing opportunity for art adventure!"

Art & Object Reader, 2019 Reader Survey
Social Media

*Art & Object* has a significant, engaged social media audience that can help marketers in two ways:

- Expand your brand awareness by reaching the right people in a new way
- Reach the *Art & Object* audience in the more personal setting of social media

*Art & Object* uses Facebook—a platform we know well and that performs best. *Art & Object* has among the highest documented engagement per post of any art media outlet, and so naturally, your posts will perform well on our pages.

Social media programs from the *Art & Object* custom team have several elements, including:

- Creating your content message.
- Access to the *Art & Object* audience.
- Management of your campaign.
- Boosting your post.

Rate: $2,500*

*A social budget of $2,500 would realistically generate the messaging, access, and management of your campaign, and produce approximately 30,000 impressions and 400 click-thrus.*
## Featured Promotional Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gallery Package</strong></td>
<td>• 1 sponsored web exclusive</td>
<td>$6,500</td>
</tr>
<tr>
<td></td>
<td>• 6 Trending Now banners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 40K website square banner impressions</td>
<td></td>
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<tr>
<td></td>
<td>• 1 partner email</td>
<td></td>
</tr>
<tr>
<td><strong>Show Package</strong></td>
<td>• 2 social media posts</td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td>• 1 custom slideshow</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 8 News Alert banners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 1 partner email</td>
<td></td>
</tr>
<tr>
<td><strong>Auction Package</strong></td>
<td>• 2 social media posts</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td>• 1 custom slideshow</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 20K website square banner impressions</td>
<td></td>
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<tr>
<td></td>
<td>• 20K website rectangle banner impressions</td>
<td></td>
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<tr>
<td></td>
<td>• 1 partner email</td>
<td></td>
</tr>
<tr>
<td><strong>Luxury Goods &amp; Services</strong></td>
<td>• 1 sponsored web exclusive</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>• 2 partner emails</td>
<td></td>
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<tr>
<td></td>
<td>• 60K website square banner impressions</td>
<td></td>
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<tr>
<td></td>
<td>• 60K sticky footer website banner impressions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 6 Trending Now banners</td>
<td></td>
</tr>
<tr>
<td><strong>Artist Package</strong></td>
<td>• 1 piece of native content</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>• 20K website rectangle banner impressions</td>
<td></td>
</tr>
<tr>
<td><strong>Blitz Promotion</strong></td>
<td>• 1 partner email</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>• 40K sticky footer banners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Your banners up within 24 hours</td>
<td></td>
</tr>
</tbody>
</table>