Diverse Ways to reach collectors

- Online at ArtandObject.com
- Digital Banners
- Partner E-mails
- Sponsored Reviews
- Gallery & Auction Slideshows

Discover Something Beautiful

2021 Advertising Information

DIVERSE WAYS TO REACH COLLECTORS

- Online at ArtandObject.com
- Digital Banners
- Partner E-mails
- Sponsored Reviews
- Gallery & Auction Slideshows
We tell their stories. We can tell yours. Join us in *Art & Object*.

“I just wanted my effort to seem unique or be unique or feel unique, at least to me, from everything else that was going on.”

**Larry Bell**

**LA ICONS LARRY BELL AND BILLY AL BENGSTON LOOK BACK**

February 3, 2020

“You make art for forty years, at first, the narratives are different but situated within the pantheon of art history, then you find your own language.”

**JoAnne Carson**

**JOANNE CARSON’S GARDEN OF EARTHLY DELIGHTS**

January 20, 2020

“I have never been drawn to artwork that provokes sympathy and makes you feel sorry for the subject.”

**Bisa Butler**

**BISA BUTLER IS HAVING A MOMENT**

April 23, 2020

“To be an artist...you have to be generous, and Duchamp is one of the most generous artists ever.”

**Jeff Koons**

**JEFF KOONS REVEALS HOW DUCHAMP INFLUENCED HIS ART**

March 10, 2020

“Frumkin visited once a year without fail...He would look at my work and say, ‘I’ll take that one, that one, that one, skip that one’...He was always very cool and calm, which scared the hell out of me.”

**Peter Saul**

**PETER SAUL’S BIG, LIFE-CHANGING BREAK**

July 6, 2020
An Affordable Way to Build New Customers

Art & Object recognizes that in our increasingly digital world, the art news business has to adapt if it wants to reach a tech-savvy 21st century collector. 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 website—it is a suite of art-related opportunities that allows you to reach our very engaged audience.

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

About our Audience

• 72% obtained Bachelor’s Degree or higher
• 66% of readers have bought art in the past year
• 43% visit more than 5 art galleries or museums per year
• 60% visited at least one art fair in the last year

Noteworthy Metrics

• E-Letter Open Rate: Highs 32%
• Click-Through Rates: Highs 43%
• Rapid Growth with Millions of Annual Readers!

(SURVEY: JULY 2020)

“I love the site. Aesthetically it’s very nice, and I love the interesting articles.”

Art & Object Reader, 2020 Reader Survey
Sponsored Articles

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. Sponsored articles take many forms. Examples include: a profile of an independent artist; a review of a new gallery show; a Q&A with an auction specialist about an upcoming sale.

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

Cost: $2,500

SEE AD 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!

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*CPM: COST PER THOUSAND

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.

TRENDING NOW 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.

SEE AD SPECS
Partner E-Blasts

Sent via email, E-Blasts are targeted specifically for your business and emailed to our subscriber list. With high open and click-thru rates, there is no better way to reach our engaged collectors online.

- $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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SOFA CHICAGO Returns to Navy Pier this Fall
Opening Night Preview October 31

The annual Sculpture Objects Functional Art and Design fair (SOFA) returns this fall to Chicago’s Navy Pier—October 31 to November 3. Differing from other art events, SOFA’s unique focus on three-dimensional artworks crosses the boundaries of fine art, decorative art, and design. With a strong educational emphasis, SOFA includes a robust Lecture Series and Speaker Exhibits program exploring the avenues of new trends in the art world.

For more information, please visit www.sofaexpo.com

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

24% open rate

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“I enjoy your site and the variety of stories. It exposes me to things I never would have explored on my own”

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Association of International Photography Art Dealers (AIPAD)

37.6% open rate

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“Art & Object Reader, 2020 Reader Survey”
Auction and Catalog Slideshows

These single sponsored slideshows are an immersive experience.Advertisers can present up to 10 art objects for sale in a slideshow that is featured on our website and marketed throughout our various outlets.

A auction or catalog slideshow provides the following benefits:

- Up to 10 items and descriptions
- Drives traffic to your sale or business
- Inclusion on the Art & Object website indefinitely
- 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.

5,000+ page views
20% clickthrough

SEE AD SPECS
VIEW AN EXAMPLE OF THE SLIDESHOW HERE!

“Art & Object is the number one art site that I visit. It has the best art content online!”

Art & Object Reader, 2020 Reader Survey
Press Release & Event Listing Package

For advertisers with a limited budget who would like to have a presence on *Art & Object*, we offer a press release and event listing package:

The Press Release & Event Listing package includes the following:

- One press release posted to the press release section of our news page
- An event listing generated from that press release on our event calendar
- Enquire about having your press release promoted in our eletters and on social media

Cost: $350 / Press Release
Social Media Marketing Campaigns

*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

Currently, *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 better on our pages.

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

- Creating your content message. Our experience in creating social media messages that work allows our team to create one or more messages that will drive traffic.
- Access to the *Art & Object* audience.
- Management of your campaign.
- Boosting your post. Each social media network charges a fee to reach the widest possible segment of the *Art & Object* audience. Budgets begin at $250 per month

Rate: $2,500*

*A social budget of $2,500 would realistically generate the messaging, access, and management of your campaign, and produce approximately 100,000 impressions with hundreds of click-thrus.*
Online Specifications & Policies

Online Ad Requirements

A GIF or JPG should be provided by email to Art & Object no later than the ad deadline.

The click-through URL is the website to which users will be directed when clicking a banner ad. The advertiser must submit the click-through URL with the ad. Advertisers are responsible for maintaining a working click-through URL. Art & Object does not guarantee any click-through rates.

Banners are not to exceed 25kb maximum for standard banners (GIF, animated GIF, or JPG). Banners may not have animation in any way.

Please allow 72 hours for new banners and click-thrus to appear online.

Partner E-Blast An image 590 pixels wide and any length should be provided five business days in advance of mail date. Advertiser should also provide a click-thru URL.

If you have questions or concerns about your ad production, please contact us at info@ArtandObject.com before your ad is due.

Ad Policies

TERMS The publisher assumes no liability for errors or omissions in the publication or any advertisement beyond the value of the contracted space rate. On multi-issue contracts, ads will be picked up from the previous issue unless instructed otherwise and ad materials are furnished by the materials deadline. Invoices are issued at the time of publication. Terms are Net 30. The publisher makes no warranty on the space provided and assumes no liability or makes any representation about the products advertised. The publisher reserves the right to reject any advertisement it deems unsuitable for its audience.

CANCELLATION Advertisers must inform the publisher of their intent to cancel an ad 3 business days before the online publication date. Advertisers canceling after the space deadline and failing to furnish materials will have their most current ad run and will be billed for that contracted space. If no ad is available, publisher is authorized to run any content to fill the space and such space will be billed to the advertiser at the contracted space rate. In the event the publisher has provided interviews or editorial coverage for a client, that ad will be deemed non-refundable at the time of service.

NON-PAYMENT Any advertiser failing to pay for advertising within 30 days of billing is subject to a finance charge at an annual percentage rate of 18% plus loss of discounts when applicable. Any advertising unpaid within 60 days is subject to collections, and advertiser agrees to pay any collection and legal fees including but not limited to a 30% collection agency fee. This agreement is subject to the laws of North Carolina.
Contact Us

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