ROCKS AT THE LIGHTHOUSE, BIARRITZ
1906
JOAQUÍN SOROLLA Y BASTIDA

Discover Something Beautiful

2024 ADVERTISING INFORMATION

DIVERSE WAYS TO REACH COLLECTORS

Partner E-mails / Sponsored Articles / Website Banners / Gallery & Auction Slideshows / Social Media Engagement
We tell their stories. We can tell yours. Join us in Art & Object.

“Themes can be art history, natural history, and climate. We like these open themes where we can get a variety of works of art, to show work that has a rapport with a hundred years of modern art…”

Jeffrey Deitch, Gallerist
AN INTERVIEW WITH DEITCH ON THE OPEN-THEMED EXHIBITION “ONE HUNDRED YEARS”
DECEMBER 12, 2022

“I think anybody who makes a conscious decision to fight for ideology, they’re quite conscious it will cost them. Going back to China, I had to ask myself what’s the worst that can happen? I end up in jail? I thought, yeah, I can take that. It was easy thinking it, but not in reality.”

Ai Weiwei
AN INTERVIEW WITH AI WEIWEI ON JAIL TIME, ACTIVISM, & “TRACE”
JUNE 2, 2021

“Seeing people coming in that were rich and wanted to buy our work gave it a feeling, like, hey I finally might actually be able to exist selling my paintings. As long as this keeps going, I’ll be able to continue my life as an artist.”

George Condo
“PEOPLE ARE STRANGE”: A CONVERSATION WITH GEORGE CONDO
MAY 12, 2023

“I didn’t grow up around the arts. I didn’t go to a museum until I was in the fifth grade. And then I didn’t go to another museum after that ‘till I was in college. So, this work is what really lives inside of me. And I feel like it chose me.”

Amy Sherald
AMY SHERALD OPENS UP ABOUT HER CAREER AND NEW WEST COAST SHOW
MARCH 22, 2021

“After we’ve dropped ink on paper, we wonder about all of the things it could be. It’s an exercise in holding things loosely enough that they could be more than one thing, not to foreclose on form, and then discuss what they could be--it’s about forms collaborating aspects and influencing each other.”

Rosy Keyser
ROSY KEYSER ON SOUND, COLLABORATION, AND “ARP 273”
JUNE 7, 2021

Get more information:
Promotions@ArtandObject.com
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, Reader Survey
Bi-Monthly Auction Calendar Slideshow

Promote your upcoming auction in our bi-monthly auction calendar slideshows! We run six slideshows per year (one every two months). Your slide will feature an image from your auction, a description of the event, and a link to your website. Slideshows are promoted twice in our newsletter and on social media. Purchase a package of slides to promote multiple auctions and use them when you wish.

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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, Reader Survey
Sponsored Slideshows

Our sponsored slideshows present your messaging in a highly engaging format. Slideshows are perfect for when you want to display multiple images to our audience. Whether you are an auction looking to highlight multiple items in a sale, a gallery showing works from a new show, or a museum providing a peak at an upcoming exhibition, our slideshows will deliver great results.

A sponsored slideshow provides the following benefits

- An Introductory Paragraph
- Up to 10 Slides with Descriptions
- Click-Through Links on Every Slide
- Promotion in Two Newsletters
- Promotion on Instagram and Facebook with a “Boost”
- Easy Production; We only need images and descriptions to get started

Cost: $2,200 / slideshow

Materials are due 10 business days before the start date.

SEE AD SPECS

VIEW AN EXAMPLE OF THE SLIDESHOW HERE!
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

Cost: $2,500

SEE AD SPECS
VIEW AN EXAMPLE OF A SPONSORED ARTICLE HERE!
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.

- $98/M

**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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Association of International Photograpy Art Dealers (AIPAD)

37.6% 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”

Art & Object Reader, Reader Survey
Become Social

*Art & Object* enjoys an engaged social media audience that helps drive traffic to your business or event.

Currently, “A&O on Facebook” is where engagement begins. A&O on Facebook mirrors the *Art & Object* online audience with the benefit of social tools that facilitate direct response to your message.

*Art & Object* is also expert in building a “look-alike” audience that expands our reach. It reflects the *Art & Object* audience on Facebook so you’ll receive bonus traffic.

Social media programs from *Art & Object* have several elements including:

- Us creating your content message
- Up to a 2-month campaign
- Management of your campaign
- Comment management
- Fulfillment of predetermined impression goals

Rate: Campaign: $1,750 plus $9/M impressions
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
Website Banner Rates

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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<th>SIZE</th>
<th>FILE SIZE</th>
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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.

ELETTER BANNERS

Square (300 x 250 PIXELS)
1X: $350 / issue
4X: $300 / issue
8X & more: $275 / issue

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

SEE AD SPECS

ALL BANNERS HAVE A LINKING URL.
ASK US HOW TO GET THE MOST OUT OF YOUR MESSAGE.
Specifications & Policies

Online Ad Requirements
A GIF or JPG should be provided by email to Rosie@ArtandObject.com no later than the ad deadline.

The advertiser must submit the click-through URL with the ad. The click-through URL is the website to which users will be directed when clicking a banner 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). Because of volume of web pages we serve, you may not see your ad appear on every page. We can provide proof of the ad running if requested. We collect ad metrics and can provide when requested.

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, your sales representative directly.

Print Ad Material Requirements
Ads should be sent “camera-ready” via email or shared via an accessible dropbox (i.e. Google Drive) by the deadlines. A high-res PDF is preferred. Images must be 300 dpi. Other electronic formats accepted: InDesign, Illustrator, and standard graphic formats (psd, tiff).

Fractional ads (less than a full page) must have a border in the form of either a rule or shading. Full page ads that “bleed” should keep live material 1/2” from the trim size of the magazine (8-1/2” x 10-7/8”). Art & Object cannot guarantee the colors used in an ad will appear exactly the same in print. For the closest match possible, a color proof is required in addition to the PDF file. Advertisers who intend to provide a color proof with the ad and must do so by the materials deadline. Proofs must be calibrated to a SWOP-3 standard.

Art & Object advises all advertisers to send print-ready digital ad materials. Ads that are not print-ready or require design work may incur production charges. Art & Object will advise advertisers of any production fees before making changes.

Ad Policies
Terms ALL RATES ARE NET. 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 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.

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 the 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.