

# ATTENTION ARTISTS

DO YOU NEED A GALLERY?

DO YOU NEED TO ADD ANOTHER GALLERY?

TRYING TO INCREASE YOUR ART SALES?

*From Streamline Publishing, the publisher of Fine Art Connoisseur and Plein Air magazines*

**Artist Advocate™**, the publication designed to expose your work to the top galleries in the world. Filled with artist listings that will highlight your work and your accomplishments, this publication will be distributed to the top gallery owners and directors within the United States and in several foreign countries, as well as to all major art publishers and licensing companies.

## Why We Created This Publication

Gallery representatives tell us they are inundated with discs, slides, e-mails, and photos from artists seeking representation. The images are stored in a file and rarely reviewed. Those representatives have expressed a need for the ability to review all artists' works in one easily accessible location. **Artist Advocate™** accomplishes their goal — and yours — by placing artists like you in front of galleries that sell original artworks.

## Hidden Gems

How do you find a new gallery? Logically, you choose several to phone or submit images. But how many can you call? How many images can you send? We have done the work for you by developing a powerful list of nearly every gallery in America selling original artworks, both on the traditional and the modern-contemporary side. We will put your artwork in front of more galleries than you can on your own.



# ARTIST ADVOCATE

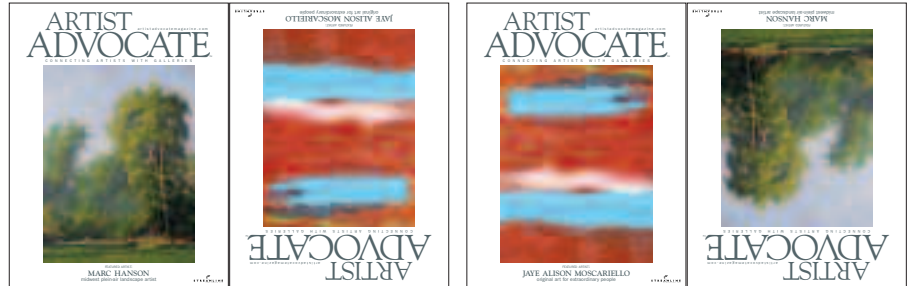
artistadvocatemagazine.com

CONNECTING ARTISTS WITH GALLERIES

## Cover Examples:

## Two Covers

One cover of the publication will be Representational art, and the cover of the flipside will be Contemporary, Modern, or Abstract Art. You can choose to appear in either section.



## Listings Available *(see sample)*

■ **Full Page:** includes two images of your work (one large and one small); a photo of yourself (optional); a listing of important shows, awards, and milestones; and your contact information. *You may purchase more than one full page.*

■ **Half Page:** Includes one image of your work; a listing of important shows, awards, and milestones; and your contact information. *You may purchase more than one half page.*

## Covers and Prominent Positions

You may purchase either cover on a first-come, first-served basis. A cover package includes the cover and one full page. *(Artist and cover images must be pre-approved.)*

- **Inside Front Cover** *(both sides)*
- **Page 3** *(both sides)*
- **Adjacent to Publisher's Letter/Table of Contents** *(both sides)*

## Circulation:

- Nearly Every Gallery in America Selling Original Art
- Top Galleries in Europe
- Top Galleries around the World
- On the Web: Your ad will also appear on [www.artistadvocatemagazine.com](http://www.artistadvocatemagazine.com), where you can post a link to your personal website at no additional charge. The website will be promoted by **Artist Advocate** to galleries via e-mail. You can also forward the link to your contacts.

## Will it Work Right Away?

There are many variables: Is the dealer seeking new artists? Does your work appeal to their buyers? Is the timing right? We recommend that you keep your presence consistent in multiple issues because *frequency sells*. Bigger is almost always better, and multiple pages will allow you to show more images.

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artistadvocatemagazine.com

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## Full-Page Example:



### FULL-PAGE LISTING

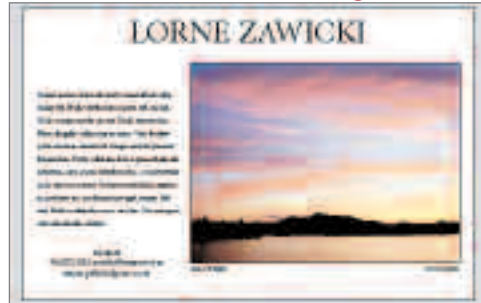
**INCLUDES:**

**RECOMMENDED**

- One Large Image
- One Small Image
- Contact Information
- 150-Word Bio
- Artist Photo

DIMENSIONS: 7.375" X 9.75"

## Half-Page Examples:



### HALF-PAGE LISTING

**INCLUDES:**

**RECOMMENDED**

- One Large Image
- Contact Information
- 75-Word Bio

**Horizontal Specifications:**

DIMENSIONS: 7.375" X 4.75"

**Vertical Specifications:**

DIMENSIONS: 3.5" X 9.75"



|   |   |
|---|---|
| <p><b>WINTER 2008<br/>ISSUE</b></p> <p>Artwork Due: November 5<br/>Mail Date: November 28</p> | <p><b>SUMMER 2009<br/>ISSUE</b></p> <p>Artwork Due: May 5<br/>Mail Date: June 9</p>       |
| <p><b>SPRING 2009<br/>ISSUE</b></p> <p>Artwork Due: February 5<br/>Mail Date: March 9</p>     | <p><b>FALL 2009<br/>ISSUE</b></p> <p>Artwork Due: August 5<br/>Mail Date: September 9</p> |

## Artist Advocate Advertising Rates

|                           | One Issue | Two Issues    | Four Issues   |
|---------------------------|-----------|---------------|---------------|
| Cover and Full Page       | \$2,599   | Not available | Not available |
| Inside Cover              | \$1,999   | \$1,799       | \$1,659       |
| Page 3                    | \$1,799   | \$1,599       | \$1,459       |
| Next to Publisher's Notes | \$1,399   | \$1,299       | \$1,159       |
| Full Page                 | \$1,199   | \$1,099       | \$999         |
| Half Page                 | \$799     | \$699         | \$599         |

- Covers are available on a first-come basis and are subject to approval.
- *Artist Advocate* will produce ads as shown in the examples at no-charge. Advertisers are welcome to submit their own ads, which will be positioned with other advertiser submitted ads.
- *Artist Advocate* makes every effort to accommodate placement requests. Guaranteed placement requires a 10% premium.

**Rate Policy:** Contracts are binding and must be accompanied by payment through check or credit card. Unfulfilled contracts will be subject to the appropriate earned rate. Additional conditions apply as stated in the Advertising Agreement. All ads are subject to *Artist Advocate's* design guidelines and approval.

- \* Originals can only be returned if a postage-paid envelope has been provided by the artist. Not responsible for loss or damage of materials.
- \* If scanning is required, scanning fees will be billed to artist.
- \* Placement of ads is at the discretion of the editors.
- \* Editors reserve the right to reject artwork or artist for any reason, including but not limited to content and quality of images.

# ARTIST ADVOCATE

artistadvocatemagazine.com  
CONNECTING ARTISTS WITH GALLERIES

## ORDER FORM

FORM MUST BE RETURNED WITH PAYMENT AND ALL AD MATERIALS

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Apt./Ste./Unit #: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**PAYMENT:**     Full-page Ad                       Half-page Ad                      Call 561.655.8778 for premium position availability

Section:     Modern-Contemporary     Traditional-Representational

Ad Insertion price: \_\_\_\_\_

Promotional consideration if applicable -10%: \_\_\_\_\_

Total: \_\_\_\_\_

PROMO CODE: \_\_\_\_\_

Check (make checks payable to *Artist Advocate*)                      Check number: \_\_\_\_\_

Charge My Credit Card:     Visa     MasterCard     American Express    

Credit Card Number: \_\_\_\_\_ Card Expires: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

### MATERIALS CHECKLIST (PLEASE CHECK ALL THAT APPLY):

- Full-page Ad     Half-page Horizontal     Half-page Vertical
- Modern-Contemporary     Traditional-Representational
- Artist photo (*for full page only*)
- Artist bio and contact information to appear in ad (*All ad copy submitted MUST BE TYPED via e-mail or Word documents only.*)
- Artwork (**HIGH-RESOLUTION DIGITAL IMAGES ONLY**)
  - High-resolution (300 dpi) digital images
  - 35mm color slides with match print (*MATCHPRINT MUST BE PROFESSIONAL PRINT. HOME PRINTOUTS NOT ACCEPTED.*)
  - 4 x 5 transparency with color bar and gray scale
- Artwork title, medium, and dimensions in inches

**Note:** We require high-resolution images with a registered, professional color match print. Images from home printers will not be accepted. Professional printing allows for the possibility of a 10 percent variance in color.

**ALL MATERIAL IS THE RESPONSIBILITY OF THE ADVERTISER**

Materials MUST Be Received By  
**WINTER 2008 ISSUE – November 5**  
**SPRING 2009 ISSUE – February 5**  
**SUMMER 2009 ISSUE – May 5**  
**FALL 2009 ISSUE – August 5**

- Full Payment
- Ad Materials/Copy
- Images (see specs)

**PLEASE NOTE: PAYMENT MUST BE INCLUDED WITH YOUR ORDER.**  
Credit cards accepted. If you have questions,  
please contact your *Artist Advocate* Marketing Consultant.

NATIONAL ADVERTISING DIRECTOR  
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