



CANADIANART.CA

CANADA'S AUTHORITATIVE ONLINE GUIDE TO VISUAL ART

ONLINE
MEDIA KIT
2012



Art People Places Ideas



Richard Rhodes
EDITOR

Welcome to Canadian Art's 2012 online media kit. It tells you all you need to know about shaping a presence on our remarkable website, canadianart.ca.

Every week the site delivers fresh stories, images and information on the best art exhibitions and events across Canada. With every new web edition, the numbers continue to grow, with devoted online visitors who, both in Canada and abroad, look to the site as an important and reliable guide to the Canadian art scene. For us, it is an attractive, intimate platform to build on the great coverage we provide each season in *Canadian Art* magazine. It is a new, exciting way of reaching more people more often with more art than ever before. Join us in the adventure and be a part of it.

CANADIANART.CA
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Web Ads Enhanced Gallery Listings Weekly

CANADIANART.CA

ONLINE
MEDIA KIT
2012

Fresh content.
Original art.
Inspired ideas.

- Five original online exclusive stories each week featuring the best exhibitions and artists from across the country
- Listings for upcoming exhibition openings, events, lectures, screenings and performances in top Canadian cities
- A cross-Canada art-gallery directory
- Videocasts of international artist lectures
- Audiocast gallery visits and talks with *Canadian Art* editor Richard Rhodes

CONTACT

Amy Corner Sales Director [416] 368-8854 x109 acorner@canadianart.ca



CANADIANART.CA

ONLINE MEDIA KIT 2012

6 reasons why ads on *canadianart.ca* work

- 319,000 unique visitors in 2011
- Monthly stats: 26,600 unique website visitors; 83,300 page views*
- Top-ranked by Google in contemporary-art searches
- *Canadian Art Weekly* e-newsletter delivered Thursdays for planning arts-filled weekend; 11,700 opt-in recipients; honourable mention at Canadian Online Publishing Awards for the past 3 years
- More than 6,500 Facebook fans and Twitter followers combined
- Popular online contests in collaboration with advertisers

*SOURCE Google Analytics™ web analytics service

CONTACT

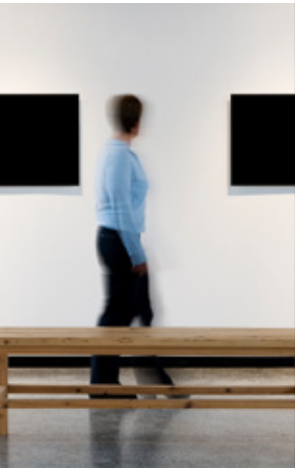
Amy Corner Sales Director [416] 368-8854 x109 acorner@canadianart.ca

CANADIANART.CA

Connect with art lovers

- Coveted niche target: socially sophisticated, affluent opinion-leaders who are passionate about art and culture
- Canada's top art patrons, collectors, art dealers and curators
- 16% of total annual unique visitors go to the site 10+ times per month*
- 67% of visits from Canada, 12% from the United States and 15% international*

*SOURCE Google Analytics™ web analytics service



Strong on investing and art collecting—
78% of *Canadian Art* magazine readers
have a personal art collection

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CANADIANART.CA

BANNERS

Premiere positioning.
High visibility.
Relevant environment.

- 83,300 page views per month*
- Top ranked by Google for contemporary art in Canada
- Art junkies: 50,000 unique users visit 10+ times monthly
- 319,000 unique visitors in 2011*

*SOURCE Google Analytics™ web analytics service

CONTACT Amy Corner Sales Director [416] 368-8854 x109 acorner@canadianart.ca

The diagram illustrates four types of banner ad placements on the CanadianArt.ca website:

- LEADERBOARD:** A horizontal orange bar at the top of the page. Description: Premiere positioning. Greatest impressions. 728w x 90h pixels. **\$40 CPM**
- BUTTON:** A small orange square button located to the right of the leaderboard. Description: Top of page. Economical price. 90w x 90h pixels. **\$20 CPM**
- VERTICAL BANNER:** A vertical orange rectangle on the right side of the page. Description: Generous space. Above the fold. 120w x 240h pixels. **\$35 CPM**
- SKYSCRAPER:** A tall vertical orange rectangle on the right side of the page. Description: Maximum space. Affordable price. 120w x 600h pixels. **\$30 CPM**

ANIMATE YOUR AD
Use Flash or other supported software for additional fee.

CANADIANART.CA

ENHANCED GALLERY DIRECTORY

What's on at your space?

- Profile your gallery on Canada's most widely read visual-art site
- Directory is site's 3rd most popular landing page
- Effortlessly search for galleries by province or city
- Your listing includes 1 image, 100 words and a Google map
- Communicate your exhibitions, openings and events to dedicated gallery-goers who travel to see and buy art
- Update your exhibitions and events in a snap
- Bigger images
- An essential and economical advertising option: \$500 for one year, or try it for 3 months at \$200

CONTACT

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Dalhousie Art Gallery

6101 University Avenue, Dalhousie University, Halifax, Nova Scotia, Canada
(902) 494-2403
artgallery.dal.ca

Tuesday to Friday 11am to 5pm; Saturday and Sunday 12pm to 5pm

Betty Goodwin: *Darkness and Memory*
A constant presence on the Montreal art scene since the late 1960s, Betty Goodwin (Montreal, 1923-2008) is recognized as one of the leading figures of contemporary Canadian art. In assembling this selection of prints, drawings, sculptures and monumental tape pieces from his collection, the Musée d'art contemporain de Montréal draws attention once again to the originality and scope of Goodwin's multidisciplinary and deeply humanistic practice by presenting the principal milestones within her unique trajectory.

January 14, 2011 to March 6, 2011

[Get directions](#)



Gallery 44 Centre for Contemporary Photography

401 Richmond Street West, Suite 120, Toronto, Ontario, Canada

(416) 979-3941

www.gallery44.org

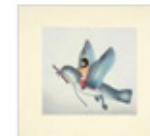
Tuesday to Saturday 11am to 5pm

Thomas Kneubühler and Bertrand R. Pitt, *"Being There"*
Landscape has the potential to shape consciousness. How we picture the world and imagine ourselves within it powerfully impacts our identity. Thomas Kneubühler's photographs (*Electric Mountains*) and Bertrand R. Pitt's interactive video installation (*Uncertain Horizons*) present landscapes that Kneubühler and Pitt's depictions of otherwise empty landscapes into occupied territories.

Simone Jones, exhibition essay writer

March 4 to April 9, 2011

[Get directions](#)



Plug In Institute of Contemporary Art

1 - 465 Portage Avenue, Winnipeg, Manitoba, Canada
(204) 942-1043

www.plugin.org

Wednesday to Saturday 12pm to 5pm, Sunday 12pm to 5pm

Close Encounters: The Next 500 Years

Featuring work by: KC Adams, Maria Theresza Alves, Shuvinal Ashona, Mary Anne Barkhouse, Michael Belmore, Rebecca Belmore, Colleen Gutschall, Wally Dion, Jimmie Durham, Rosalie Favell, Jeffrey Gibson, Brett Graham, Faye HeavyShield, Maja Helander, Jonathan Jones, Brian Jungen, James Luna, Kwavavoo Manonomee, Tracey Moffatt, Kent Monkman, Reuben Paterson, Archer Peckhais, Edward Presented by the Winnipeg Cultural Capital of Canada 2011. Organized by Plug In Institute for Contemporary Art with the Winnipeg Art Gallery, Urban Shaman Contemporary Aboriginal Art and partnering organizations

[Click to enlarge](#)



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LEADERBOARD BANNER

LEADERBOARD BANNER

728w x 90h pixels
\$900 per insertion

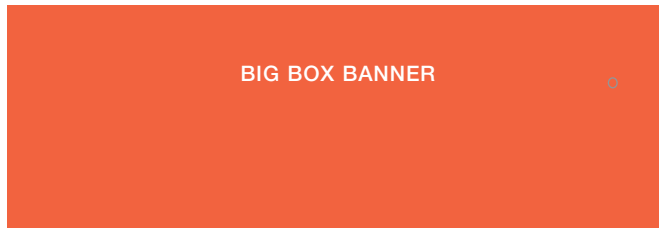
BIG BOX BANNER

448w x 200h pixels
\$750 per insertion

WEEKLY

Delivered direct.
11,700 art sophisticates.

- Canadian Online Publishing Awards, Honourable Mention
3 years running; Best E-newsletter
- Premiere ad positioning in exclusive online editorial environment
- Blankets the Canadian art world
- 11,700 opt-in recipients every Thursday
- Your message will be seen by a key group of culture enthusiasts



BIG BOX BANNER



CONTACT

Amy Corner Sales Director [416] 368-8854 x109 acorner@canadianart.ca

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Advertise with us

CONNECT WITH ART LOVERS

Contact info

Amy Corner

Sales Director

Canadian Art

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acorner@canadianart.ca

Canadian Art | canadianart.ca

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P [416] 368-8854 | F [416] 368-6135

Tax Information

GST/HST # 13294 5908 RR0001

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ADVERTISING POSITIONS

CANADIANART.CA

LEADERBOARD

size: 728w x 90h pixels

BUTTON

size: 90w x 90h pixels

VERTICAL BANNER

size: 120w x 240h pixels

SKYSCRAPER

size: 120w x 600h pixels

ENHANCED GALLERY DIRECTORY LISTINGS

ADVERTISING POSITIONS

CANADIAN ART WEEKLY

(every Thursday)

LEADERBOARD BANNER

size: 728w x 90h pixels

BIG BOX BANNER

size: 448w x 200h pixels

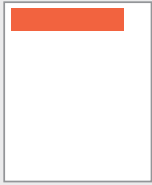
Advertising Deadline:

2 days prior to desired live date

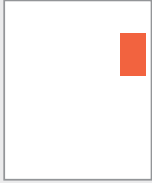
OTHER ADVERTISING OPPORTUNITIES
INCLUDE: CONTESTS, BANNER DESIGN
...and more. Please inquire for details.

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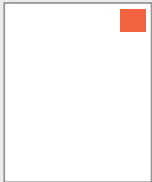
SPECIFICATIONS



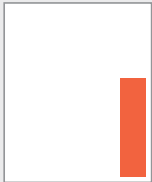
Leaderboard



Vertical Banner



Button



Skyscraper

ADVERTISING POSITIONS CANADIANART.CA

LEADERBOARD
728w x 90h pixels

BUTTON
90w x 90h pixels

VERTICAL BANNER
120w x 240h pixels

SKYSCRAPER
120w x 600h pixels

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AD BANNER SPECIFICATIONS: Website ad creative can be JPEG, PNG, GIF, animated GIF or Flash SWF.

SWF SPECIFICATIONS: For Flash format, files need to include a click TAG button in the topmost layer. Please provide this tutorial to your designer: flashclicktag.com/

FILE SIZE: All measurements are at 72 dpi. Please provide the URL to which the banner should link.

DEADLINE: Ads are due two days prior to online date.

CANADIAN ART WEEKLY

AD BANNER SPECIFICATIONS: E-newsletter ad creative must be sent in either GIF, JPEG or PNG format only. Please note that the Weekly does not support Flash. Please include a short text ad (headline, text) for the small number of text-only subscribers.

FILE SIZE: All measurements are at 72 dpi. Please provide the URL to which the banner should link.

DEADLINE: Ads are due two days prior to online date.

ENHANCED GALLERY DIRECTORY LISTING

To book your enhanced gallery directory listing, use our Secure Booking Form:

canadianart.ca/gallerydirectory

To update your enhanced gallery directory listing, use our Exhibition Information Form:

canadianart.ca/galleryupdate

SPECIFICATIONS: Please limit your description to 100 words.

Attach an image in either GIF or JPEG format. All measurements are at 72 dpi.

Please provide as large an image as possible to a maximum of 448 pixels wide.

Please provide a direct link to your gallery's website.

DEADLINE: Please allow 2 days for each updated gallery directory listing to be reviewed and processed online.

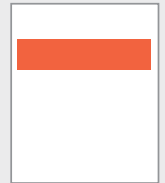
For online production inquiries please contact:

Online Production Manager [416] 368-8854 x114 web@canadianart.ca

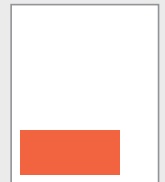
ADVERTISING POSITIONS CANADIAN ART WEEKLY

LEADERBOARD BANNER
728w x 90h pixels

BIG BOX BANNER
448w x 200h pixels



Weekly Leaderboard



Weekly Big Box Banner