

Art Gallery of Nova Scotia
Journal
Advertising Package



Art Gallery of Nova Scotia | Halifax
1723 Hollis Street, PO Box 2262
Halifax, Nova Scotia, Canada B3J 3C8

Art Gallery of Nova Scotia | Yarmouth
341 Main Street, PO Box 426
Yarmouth, Nova Scotia, Canada B5A 4B2

CONTACT: KEVIN LANDRY
Independent Advertising Representative
t: (902) 482-3895 f: 1-888-855-3080 | AGNSJournal@gov.ns.ca



Who reads the AGNS Journal

The AGNS Journal is published four times a year and is designed to take an in-depth look at the artists, exhibitions and events taking place at the Art Gallery of Nova Scotia and beyond. This arts' magazine is created for AGNS Members and targeted art lovers.



The Journal is an original, accessible and visually appealing publication that offers a way to reach a stable niche market of more than 10,000 readers. This publication supports the Art Gallery of Nova Scotia, Atlantic Canada's largest art museum, making your advertisement an investment in community and culture. Over 75% of the Journal readership lives in the HRM, while the remaining 25% are national and international readers.



The Art Gallery of Nova Scotia produces 4000 copies that are distributed to AGNS members as a membership benefit, museums and commercial Galleries in Canada and sold at the Art Gallery of Nova Scotia. A digital version of the Journal is also available online at www.artgalleryofnovascotia.ca (receiving 13,000 visitors each month.)



The AGNS Journal is published in March, June, September and November each year with articles that reflect what is happening at the AGNS and in the arts world in general. The Journal, while arts focused, also provides information for families, those seeking educational information and those interested in the Gallery's public collection.

The AGNS Journal provides market access to advertisers wishing to reach a sophisticated audience of consumers who are interested in arts and culture, fine dining, luxury goods and targeted up-market retail.





2009/2010 Journal Schedule*

FALL ISSUE

September - November 2009

Booking Deadline June 26, 2009

Artwork Deadline July 3, 2009

Magazine Published late August

WINTER ISSUE

December 2009 - February 2010

Booking Deadline September 25, 2009

Artwork Deadline October 6, 2009

Magazine Published late November

SPRING ISSUE

March - May 2010

Booking Deadline January 4, 2009

Artwork Deadline January 6, 2009

Magazine Published late February

SUMMER ISSUE

June - August 2010

Booking Deadline March 26, 2009

Artwork Deadline April 5, 2009

Magazine Published late May



* Please note these dates are subject to some change. Please contact your advertising representative to confirm the insertion dates for each issue.

FULL PAGE (with bleed)
 8.5 x 11 inch — trim size

Include at least 1/8th of an inch bleed (all sides) allow for at least 1/8th of an inch margin within the trim size for any relevant text and information.

FULL PAGE (no bleed)
 7.6 x 9.9 in

HALF PAGE
 Horizontal 7.6 x 4.85 in

HALF PAGE
 Vertical 3.7 x 9.9 in

QUARTER
 3.7 x 4.85 in

ISLAND
 5 x 6.54 in

1/3:VERTICAL
 2.4 x 9.9 in

1/3:HORIZONTAL
 7.6 x 3.16 in

EIGHT
 3.7 x 2.325 in

MARKETPLACE CUBE
 1.825 x 1.68 in

Artwork Specifications

Materials should be supplied as high quality and camera ready (i.e. pdf, tiff, eps). We accept InDesign, Photoshop and Illustrator source files. Please ensure your fonts are embedded or saved as curves/outlines. All images must be supplied at a minimum resolution of 300dpi and the preferred format for images is CMYK TIF and EPS files. If your provided images are RGB, GIF or JPG files they may be rejected.

Supplying Artwork

Files under 9MB can be emailed to batchac@gov.ns.ca. Files over 9MB can be uploaded to our FTP space (please contact Amy Batchelor for details on FTP usage) or your artwork can be provided to the AGNS on CD or DVD, to the attention of Amy Batchelor. Fax a hardcopy to 424-7349.

Ad Creation

If artwork is required production charges may apply at a set rate of \$50 an hour. Projects will be quoted as necessary.

PRICING

Back Cover	\$ 1500
Inside Front/Back Cover	\$ 1200
Full Page	\$ 1000
1/2 Page	\$ 600
1/3 Page	\$ 450
1/4 Page	\$ 325
1/8 Page	\$ 225

ART MARCHÉ

Block Ad	\$ 100
By Word Count	\$ 1.50/word

*min 20 max 100

*Publishing dates are variable, contact the AGNS design department for the current Journal Schedule.

Client Information

Company:.....

Billing Address:.....
.....

Purchase Order :.....

Contact Name:.....

Phone:.....

Email:.....

PRICING

Back Cover \$1500

Inside Front/Back Cover \$1200

Full Page \$1000

1/2 Page \$ 600

1/3 Page \$ 450

1/4 Page \$ 325

1/8 Page \$ 225

ART MARCHÉ

Block Ad \$ 100

Per Word \$1.50

*min 20 max 100

* Receive 15% off your total advertising cost if you sign up for a year of advertising with the AGNS Journal.

Ad Size

Insertion: Fall Winter Spring Summer

Artwork

Repeat ad

Ad supplied by client

Ad designed by AGNS Design Department
**this service comes at a cost of \$50/hr*

Proof required

Billing Method

Cheque Invoice Credit Card (Visa, MasterCard, American Express)

Card Holder:

Card Number:

Expiry date:

Signature:

YES!

I will be advertising in the next Journal Issue

repeat my artwork

new artwork will be provided

Signature:

Date:

ART MARCHÉ	
Block Ad	\$100
By Word Count	\$1.50/word
*min 20 max 100	

MARKETPLACE CUBE
 1.825 x 1.68 in
 (actual size)

Design Services
 The AGNS Journal does provide design services at a rate of \$50/hour. Please contact Kevin Landry for details about this service.
 Email: AGNSjournal@gov.ns.ca
 Phone: (902) 482-3895

What is the Art Marché?

Art Marché is a new targeted classifieds section of the AGNS Journal. This dedicated two-page spread (minimum) in the Journal is designed to be an affordable and targeted venue for arts-related marketing within Nova Scotia. Space is available by word count or by graphic block.

Who can advertise in the Art Marché?

Any arts related event, Gallery, Artist, Service or Dealer is welcome to advertise in the Art Marché. Please contact our advertising representative with any inquires in regards to this specialized classifieds section.

Specifications

By Word Count: Text must be provided in a word document or within the body of an email. A hard copy or a PDF of the provided text must be included either by mail, fax or email. Classifieds by word are available at a minimum of 20 words (\$30) and a maximum of 100 words (\$150).

By Block: graphic ads are purchased by block. Artwork must be provided in .pdf, .tiff or .eps format at 300 dpi. JPG files are NOT acceptable for print. Please ensure all fonts are embedded and saved as curves or outlines. See our Advertising Rates sheet for a full listing of acceptable files and practices. Block ads are available to be purchased in multiples (maximum 4) – available sizes are varied – contact AGNSJournal@gov.ns.ca for details.

Art Marché
 EVENTS, GALLERIES, ARTISTS, SERVICES & DEALERS

Artist
 digital illustration, painting, sculpture and drawing
 for more info please call 902-164-5462
 Amanda Sullivan

James Ryan Artist Since 1969 sells Art work
 South Shore Art Gallery
 1323 North Street
 Lunenburg, Nova Scotia
 B7Y 6G8
 Summer Hours
 Monday - Sunday
 10:00am - 5:00pm
 Thursdays until 9:00pm

Photo Stargraph
 all you need to take brilliant photos
 1808 Burn St.
 Halifax, B7Y 8Y1
 902-786-8723

Paul Logan / Artist
 paintings and sculptures since 1970
 902-910-1033

Painting classes
 learn everything about painting in watercolor, acrylic and oil
 902-910-1033

Graphic Designer
 Sabrina Bay
 fine art web design
 902-836-5396

We frame your art work
 authentic, quick and beneficial
 Please visit us on our homepage or just come in. We are looking forward to help you!
 2729 Brunswick St
 Fredericton, NB, B1H 4B4
 New Brunswick
 506-323-8492
 www.fromless.com

Art Supplies
 Brushes and more!
 9-99 dollar
 902-938-340

Peter Henry Griffin
 Since 30 years I spend my time painting landscapes and portraits. I already won several awards and my art work is presented on exhibition in many parts of Nova Scotia. I constantly sell my art. Please have a look on my homepage or visit my next show on July 14, 2009 at the South Art Gallery in Digby.
 www.PeterGriffin.com

Kids Art Classes Extraordinary
 ART CLASSES at the AGNS
 Ages 6 - 8 | Saturdays, 10:00 am - 12:30 pm
 starting September 19, 2009
 Fee: \$180
 Ages 9 - 12 | Saturdays, 1:30 - 4:00 pm
 starting September 19, 2009
 Fee: \$180

Wayne Boucher Studio Workshop
 Wayne Boucher is offering a painting workshop on Sunday, June 20, 2009 in the studio of the Landry Gallery from 10:00 am to 4:00 pm. The fee for this workshop is \$100 for Art members, \$110 for non-members, materials included.
 To register, please call 426-5280

ART STUDIO
 painting, craft, photography, calligraphy, watercolor
 902-261-1104
 Yarmouth, NS

ART SHOW / 19th of July 2009
 10 near view 37 red tubes of Da Vinci watercolor for sale. Any shade yellow, burnt Sienna, burnt umber, Hansa yellow, Phthaloc blue, Phthaloc green, Red rose deep, Ultramarine, Vermilion (hue) and Yellow ochre.
 (Cheap Jon's lot \$69.25)
 Please contact 902-334-4342

Da Vinci Watercolor setup:
 10 near view 37 red tubes of Da Vinci watercolor for sale. Any shade yellow, burnt Sienna, burnt umber, Hansa yellow, Phthaloc blue, Phthaloc green, Red rose deep, Ultramarine, Vermilion (hue) and Yellow ochre.
 (Cheap Jon's lot \$69.25)
 Please contact 902-334-4342

ART Community
 Become a member of the Art Community. It does not matter if you are an artist, art collector, art lover or employee of museums or galleries everyone is welcome. You can win friends, publish own works of art as picture or video and communicate with people with the same interests.
 Contact us: 902.543.4563

THE SOCIETY OF AMERICA ART DEALERS
 902-761-8122

Illustrator wanted
 I am an author of children books and I am looking for someone to collaborate on the overall look, layout and to create illustrations for my last piece which has approx. 200 pages. You can read excerpts of my homepage if you are interested, please call me between 7pm and 7pm from Mon. to Fri.
 (902) 831-1380
 www.childrenbook.com

Jewelry Design
 Modern jewelry for every taste made out of high quality material. Please ask for a catalogue of our special offers.
 call Megan Ryan
 902-562-6576

Private Art Dealers Association
 5576 Blower St.
 Yarmouth, NS B7Y 7P2
 Nova Scotia
 902-342-2820

Simon Ross Artist
 2424 his art work now
 www.simonross.com
 902-823-2893

ART AND DESIGN MARKET
 June 30, 2009

Art Store Pencil
 Everything in arts
 2718 Morris St., Mon. - Fri. 9:00-5:00

Art Book Store
 We sell art books from A-Z over painting, drawing, craft, photography, jewelry, sculpture and craft books. Please come in and have a closer look to our offer. We are looking forward to help you.
 (902) 283-1021
 www.artbookstore.com
 Special offer: every second book for free

Drawing Class
 Monday to Friday
 10:00am - 12:00pm
 902-227-9821

McGillis Art Gallery
 Monday to Friday
 from 8:30am - 4:30 pm
 Saturday and Sunday
 from 10:00am - 3:30 pm
 823 Cornwall St.
 Fredericton, B7U 2P9
 New Brunswick

TO ADVERTISE IN THE MARCHÉ SECTION PLEASE CONTACT KEVIN LANDRY AT (902) 482-3895 OR KEVIN.LANDRY@EASTLINK.NS

ART GALLERY OF NOVA SCOTIA JOURNAL