



## Arts Letter Advertising & Content Submission

### **Publishing Frequency:**

The Penticton Art Gallery Arts Letter is published every 2 months throughout the year. Issues are published both online on our website, sent through to our online Arts Letter subscribers, and in full colour print.

### **Distribution:**

A minimum of 600 copies are printed and distributed for each edition, as well as offered to each visitor to the gallery in person (approximately 2-3k guests visit in a 2 month period.) The Arts Letter is also digitally mailed out 525 newsletter subscribers, and available to view on our website, with 35-45k unique visitors yearly.

### **Arts Letter Content:**

The Arts Letter is either 24 or 28 pages in length, depending on submissions and advertisement bookings. The Arts Letter covers events and programming at Penticton Art Gallery, with a focus on upcoming exhibitions and partnerships with other arts organizations in Penticton and surrounding area. It also features articles highlighting our permanent collection, messages from the director/curator and president, along with various topic of interest content such as our Gift Shop specials, and any other art related news around the area. Contribution is always welcomed and strongly encouraged, i.e. letters to the editor, local stories, photos, etc. Consideration of ad placement and any exhibition association is factored in, and inclusion is based on space available. Some discretion on content may be involved.

### **Past Newsletters:**

Newsletters have been published every other month since January 1982. An archive of newsletters starting from 2013 is available on our website, with editions going further back being digitalized and archived in an upcoming website rebuild.

*If there is a past edition you are interested in, please email:*  
[marketing@pentictonartgallery.com](mailto:marketing@pentictonartgallery.com)

### **Submission Deadlines:**

Deadlines for ad copy changes and content contributions are the 20th day of each even month (Feb, Apr, June, etc). An email reminder will be sent out prior to the deadlines. When you have a change or something to submit, email to [marketing@pentictonartgallery.com](mailto:marketing@pentictonartgallery.com) or simply respond to the deadline reminder email.

### **Graphic Design:**

One hour of creative design work is included with any advertisement booking plus any monthly changes or updates are included at no extra cost. We will help create your advertising space to best suit your needs. If you have a logo and branding image in place, just forward a .pdf file of your original artwork. Any creative design work beyond one hour is billed at \$60/hour and at 30 minute increments. If you use your own graphic designer, be sure they forward a press quality image.

### **Payment:**

Payment in full is due upon booking. We accept cash, cheques, E-transfers, debit or credit.



## Arts Letter Advertising Rates

AD SIZE	SINGLE ISSUE	3 ISSUES - 6 Months	6 ISSUES - 1 Year (*10% Discount!)
1/12 Square Ad	\$45	\$135	\$243 (\$40.50/issue)
1/8 Ad	\$50	\$150	\$270 (\$45/issue)
1/4 Horizontal Ad	\$70	\$210	\$378 (\$63/issue)
1/4 Vertical Ad	\$70	\$210	\$378 (\$63/issue)
1/2 Horizontal Ad	\$140	\$420	\$756 (\$126/issue)
1/2 Vertical Ad	\$140	\$420	\$756 (\$126/issue)
Full Page	\$280	\$840	\$1512 (\$252/issue)

*Specific Placement Request: \$175/per ad*

**\*All dimensions are listed height x width in inches**

AD SIZE	Inches	Centimeters
1/12 Square Ad	2.6 x 2.6	6.6 x 6.6
1/8 Ad	2.6 x 4	6.6 x 10.16
1/4 Horizontal Ad	2.6 x 8	6.6 x 20.32
1/4 Vertical Ad	5.25 x 4	13.34 x 10.16
1/2 Horizontal Ad	5.25 x 8	13.34 x 20.32
1/2 Vertical Ad	10.5 x 4	26.67 x 10.16
Full Page	10.5 x 8	26.67 20.32

1/2 Vertical Ad

1/4 Horizontal Ad

FULL PAGE

1/4 Vertical Ad

1/2 Horizontal Ad

1/8 Ad

1/12 Square Ad