



TARGETED: WE KNOW WHERE TO REACH OUR READERSHIP!

All of our distribution is directly targeted to artists and art lovers in high traffic areas in and around North Carolina's art communities, as well as some select national locations, with twenty percent in highly visible distribution bins and racks. The other eighty percent being strategically placed at frequently visited galleries, museums, frame shops, music merchants, doctor's offices, restaurants, coffee shops, bookstores, libraries, colleges, and more.

Artsync will also be displayed at special events and trade shows that are directed toward the arts. Such as, Evening of Minature Masterpieces, MANNA Empty Bowls Event, Franklin Square Galleries

CIRCULATION

1st issue 10,000

2nd issue 12,000

3rd issue 15,000

4th issue 18,000

Direct mailed to subscribers, ad agencies and select businesses.

WWW.ARTSYNCMAG.COM

ARTSYNC

The Art Magazine of North Carolina

FIND OUT WHAT TO EXPECT WHEN ADVERTISING WITH ARTSYNC MAGAZINE!

-MAGAZINE APPEARANCE AND PURPOSE

-DEPARTMENTS

-WEBSITE WITH ONLINE MAGAZINE

-SURVEY WITH RESULTS

-PRINT ADVERTISING & DESIGN

-CIRCULATION & DISTRIBUTION





MAGAZINE APPEARANCE AND PURPOSE

ArtSync Magazine is a full color publication, on quality gloss pages, contemporary in look and appeal. Quality art content is the constant goal. The magazine is entertaining, informative, and thought-provoking. It appeals to a broad artist and consumer readership. ArtSync celebrates: Visual Arts, Music, Theatre, Film, Digital Arts, Architecture, Creative Writing, Photography, and more. No magazine like it is available in North Carolina today.

DEPARTMENTS

- Featured Artists • National Artist • Information for the Artist • Kitty's Art Connection
- Music • Theatre • Visual Arts • Writing • Art Seeds • Photography • Film • Dance
- Architecture • Digital Arts



READERSHIP SURVEY RESULTS

Our online survey results are changing daily. Please see updated survey insert.

WEBSITE

ArtSyncMag.com is a North Carolina Art website that allows the artist to interact and network with other artists in our state. With a variety of online opportunities, such as weekly links for business owners, featured artist, discussion forums, calendars for all the arts, and resources to aid the artist, there is always a reason to come back. Connect your business with our readership with just one click of a strategically placed Banner Ad.

Monthly Web Banner Advertising

- Small (125 x 125px) \$45
- Medium (250 x 250px) \$75
- Large (234 x 60px) \$95

ONLINE MAGAZINE

Pdf page turner: ArtSync Magazine features each issue online. Here, our online readership can read ArtSync in 3D with full sound effects. All ads in our publication are viewed in online magazine, by in average of 400-700 people a day (48% repeat traffic), as of current web statistics.

WWW.ARTSYNCMAG.COM

IBC	IFC	BC	DT 2x
FP	1/3	1/2	2/3
1/4	1/6	1/9	CLASSIFIED

OVERALL PAGE
 AD SPACE

ARTSYNC

PRINT ADVERTISING SCALE & RATES

	1 TIME	2 TIME	4 TIME
Inside Back Cover (IBC)	\$1,291	\$2,324	\$4,389
Inside Front Cover (IFC)	\$1,218	\$2,193	\$4,142
Back Cover (BC)	\$1,500	\$2,700	\$5,100
Two Page Ad (DT)	\$1,956	\$3,521	\$6,651
Full Page Ad (FP)	\$1,000	\$1,800	\$3,400
2/3 Page	\$717	\$1,291	\$2,439
1/2 Page	\$584	\$1,052	\$1,986
1/3 Page	\$353	\$635	\$1,200
1/4 Page	\$334	\$601	\$1,136
1/6 Page	\$137	\$247	\$466
1/9 Page	\$82	\$148	\$279
Classified (1/9 x 1")	\$16	\$29	\$55

We offer a 10% and 15% discount based on the number of times the Ad appears in ArtSync Magazine. For more special offers, please email us at Sherry@ArtSyncMag.com or call the office at 910.448.1099.

ArtSync features national icons in each issue!

- 1st issue: Robert Williams
- 2nd issue: Steven Cerio
- 3rd issue: H.R. Giger
- Upcoming:
- 4th issue: Spider Webb
- 5th issue: Winston Smith

Need help creating an Ad?

Free Ad Creation: Photo supplied by advertiser, logo, company information, and up to 150 words description of product. This includes pdf proof, and two corrections.

Paid Ad creation: We have a professional team of artists who can take your product, and make it appealing to our readership. Depending on the complexity of the ad, and if graphic design is required we charge \$80 per hour. Call for details!

Camera Ready Digital Artwork

- Resolution: 300 DPI • Color Mode: CMYK
- Accepted File Formats: TIFF, JPEG or PDF (flattened and press-ready)
- Full Page Bleed: 8.875" W x 11.375" H • Live Area: 7.875" W x 9.875" H
- Files Up To 10 MB Can Be Emailed To: Sherry@ArtSyncMag.com
- Or Sent On CD-R To: ArtSync Magazine - P.O. Box 134 - Supply, NC 28462

Included With Advertising Rates

- Two rounds of corrections / changes to designed advertisement
- Final color PDF proof sent to advertiser for approval
- Copy of ArtSync Magazine mailed to advertiser
- Online advertising with pdf page turner

2009 Advertising Deadline Schedule

- Spring Issue -- April 8, 2010
- Summer Issue -- June 1, 2010
- Fall Issue -- August 31, 2010
- Winter Issue -- November 26, 2010



WWW.ARTSYNCMAG.COM



Advertising Contract

COMPANY _____
 CONTACT _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____
 PHONE (____) _____ FAX (____) _____
 EMAIL _____
 WEBSITE _____

Advertising Policies

1. ArtSync reserves the right to reject any advertising it deems, in its sole discretion, offensive or inappropriate.
2. Verbal approvals or changes will not be accepted.
3. ArtSync assumes no liability for any design or printing errors.
4. Advertisers on a two- or four-issue contract will have the previously printed ad inserted unless new electronic files are provided by the issue deadline.
5. There are no agency commissions.
6. With the exception of premium placement ads, ad position is not guaranteed. ArtSync will make every attempt to meet position requests, but is not obligated to do so.
7. Ad copy deemed by ArtSync to be editorial in nature will be marked "advertisement" or will not be accepted.
8. Returned checks will incur a **\$50** fee.
9. Space is available on a first-come, first-served basis.
10. ArtSync reserves the right to change rates from those given in our Media Kit, as needed. Rates are locked in upon receipt of signed contract, for the duration indicated in the contract only.
11. ArtSync shall be held harmless by advertiser, and advertiser shall indemnify ArtSync for any costs, fees, damages or loss relating to claims arising out of the content of the ad.
12. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed on this contract.
14. Ads to be designed by ArtSync must be accompanied by a signed contract, and are for use in ArtSync Magazine exclusively. Two rounds of corrections are included in the design fee. Additional corrections required by the advertiser will result in additional charges to be paid by the advertiser before the submission deadline.

Ad Sizes: Full bleed – 8.375"W x 10.875"H with .25" margins & .25" bleeds on all sides

- ___ Back Cover – 7.875"W x 9.875"H
- ___ Inside Front Cover – 7.875"W x 9.875"H
- ___ Inside Back Cover – 7.875"W x 9.875"H
- ___ Full Page – 7.875"W x 9.875"H
- ___ Two Page – 15.75"W x 9.875"H
- ___ 2/3 Page Horizontal – 7.875"W x 5.375"H
- ___ 1/2 Page Horizontal – 7.875"W x 4.875"H
- ___ 1/3 Page Horizontal – 7.875"W x 2.625"H
- ___ 1/4 Page Vertical – 3.625"W x 4.875"H
- ___ 1/6 Page Vertical – 2.375"W x 4.875"H
- ___ 1/9 Page Vertical – 2.375"W x 2.625"H
- ___ Classified Inch – 2.375"W x 1"H

Contract Term:

___ 1-Time ___ 2-Time ___ 4-Time

Issues: (Check all that apply)

___ Spring ___ Summer ___ Fall ___ Winter

Ad Design to be supplied by:

___ Advertiser ___ ArtSync Magazine ___ N/A (Classified)

Total Contract Price: \$ _____

Sales Rep: _____ **Date Submitted:** ___/___/___

Send ad in PDF format, with all fonts and graphics embedded, to:

advertising@artsyncmag.com

Or mail contract and/or ad on disk to:

ArtSync Magazine
 PO Box 134 Supply, NC 28462
artsyncmag.com

I understand that my ad will not run if payment is not received by the reservation deadline.

I agree to follow all ArtSync Magazine advertising policies as stated on this contract:

NAME _____

DATE _____ / _____ / _____