

# DIGITAL ADVERTISING

ARTnews.com features online exclusives, print-edition highlights, a robust search engine, and an extensive archive of articles from the past decade. All advertising options are available on the ARTnews.com homepage and on content pages. Content page ads rotate throughout all interior article pages for maximum exposure. Custom advertising opportunities are also available.

## VIEWER ENGAGEMENT AND TRAFFIC

*ARTnews.com reaches over 1 million unique visitors each year with over 5.3 million pageviews.*

Average monthly pageviews: 600,000

Page visits per user: 4

Average monthly unique visitors: 138,000



## HOMEPAGE

Leaderboard (728x90 px)

Side Rectangle (above the fold)

Medium (300x250 px)

Large (300x600 px)

Side Rectangle 2 (mid-page, below the fold)

Medium (300x250 px)

Small (300x100 px)

Side Rectangle 3 (lower-page, below the fold)

Medium (300x250 px)

Small (300x100 px)

## CONTENT PAGES

Leaderboard (728x90 px)

Side Rectangle (above the fold)

Medium (300x250 px)

Large (300x600 px)

Side Rectangle 2 (mid-page, below the fold)

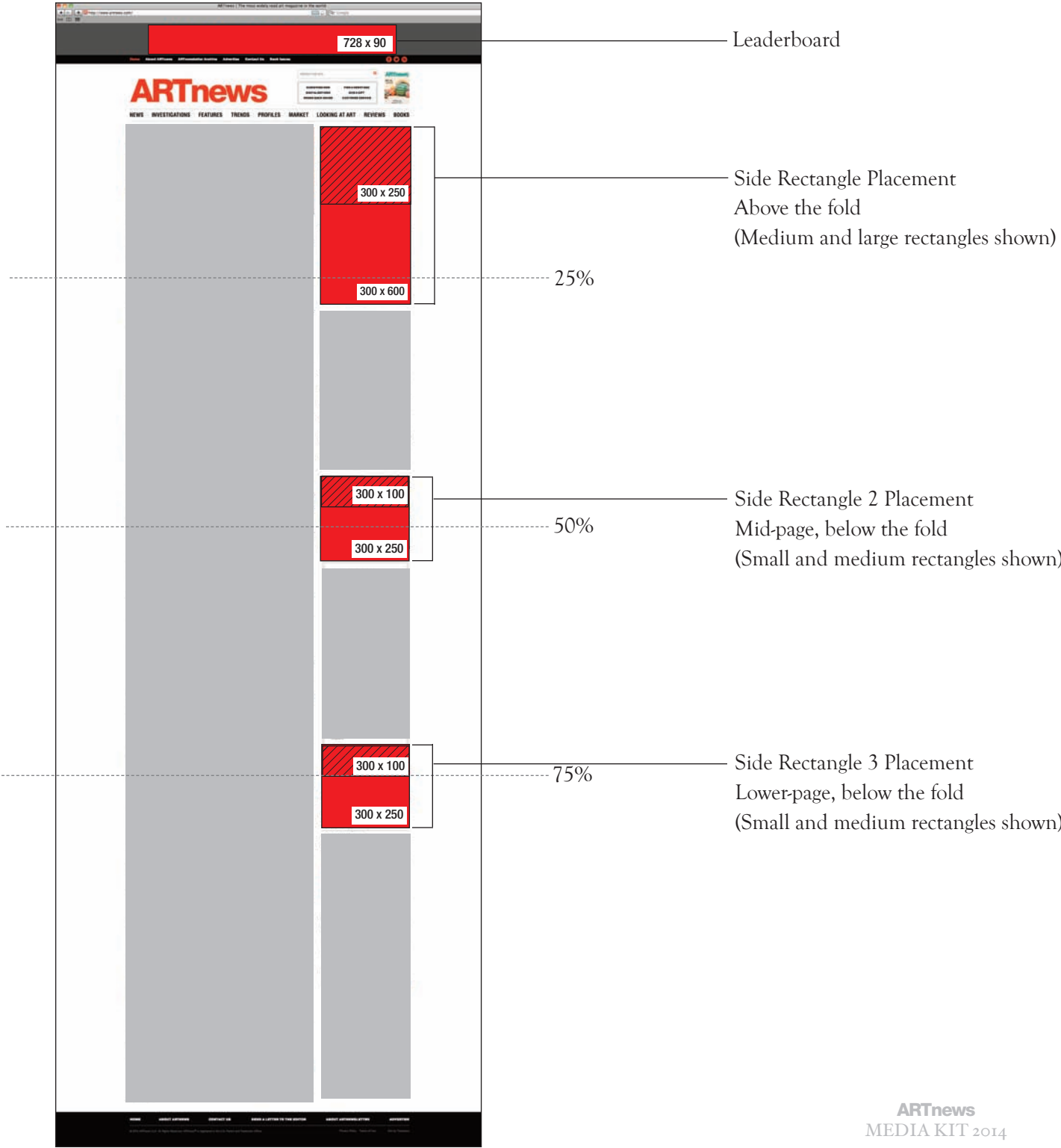
Medium (300x250 px)

Small (300x100 px)

JPEG, GIF, Flash (SWF) or remotely hosted images are acceptable except in email sponsorship as noted above. Flash (SWF) files must be accompanied by a static fallback image. Materials must arrive at least two full business days before the campaign is to begin. File size should be 40k - 80k. Sound files are not allowed unless initiated by user click (not mouse-over) and require pre-approval from ARTnews.

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## ADVERTISING POSITIONS ON ARTnews.com



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## ARTnews HEADLINES

Exclusive sponsorship of the ARTnews e-newsletter, sent to 31,000+ opt-in subscribers.

Updating subscribers on what has been added to ARTnews.com, each e-newsletter is sponsored by a single advertiser with two ad positions.

Includes medium Rectangle (300 x 250 px) and choice of Leaderboard or Footer (728 x 90 px).

The screenshot displays the ARTnews website layout. At the top right, a red banner indicates a 728 x 90 ad position. Below the site logo, a navigation menu includes NEWS, INVESTIGATIONS, FEATURES, TRENDS, PROFILES, MARKET, LOOKING AT ART, and REVIEWS. The main content area is divided into several sections:

- Web Exclusives:** Features three article teasers:
  - 10 Amazing Data Visualizations of Creativity and Art History:** Includes a small image and text about five New York art spaces.
  - An Illustrated Guide to the Mixed-Race, Tattooed Warriors Who Battled for Colonial Manhattan:** Includes a small image and text about artist Frohawk Two Feathers.
  - 11 Edgy New Photo Books That Will Make You Look (and Think) Twice:** Includes a small image and text about provocations from Annie Leibovitz and others.
- ALSO ONLINE:** Features two more article teasers:
  - When Is an Artwork Finished?:** Text about artists' studio habits.
  - Expired Photo Materials Find New Life in Contemporary Photography:** Text about using expired film and paper.
- Botero in the Big Top:** Teaser for an article about acrobatic artist Botero.
- CURATED CONTENT:** A sidebar section with links to related articles.
- TRENDING ON ARTnews:** A circular graphic showing trending topics.
- ABOUT ARTnews:** A sidebar section with subscription and advertising information.

At the bottom of the page, there is a footer with social media icons, contact information, and a disclaimer: "Please [unsubscribe] if you no longer wish to receive emails from ARTnews."

JPEG and GIF are acceptable for email sponsorship. Materials must arrive at least two full business days before the campaign is to begin. File size should be 40k - 80k. Sound files are not allowed unless initiated by user click (not mouse-over) and require pre-approval from ARTnews.