

Print Rates

2022 Net Rates

	1x	2x	3x	4x
Back Cover	\$3,000	\$2,740	\$2,650	\$2,405
Inside Cover	\$2,405	\$2,160	\$2,045	\$1,915
Full Page	\$2,045	\$1,920	\$1,800	\$1,775
Half Page	\$1,440	\$1,325	\$1,200	\$1,070
Quarter Page	\$1,070	\$1,000	\$910	\$815

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

Non-Profit Rates (Approximately 30% off)

	1x	2x	3x	4x
Back Cover	\$2,160	\$2,000	\$1,865	\$1,680
Inside Cover	\$1,680	\$1,505	\$1,345	\$1,190
Full Page	\$1,440	\$1,325	\$1,200	\$1,070
Half Page	\$1,025	\$960	\$880	\$790
Quarter Page	\$700	\$665	\$615	\$575

ADVERTISEMENTS ARE PRINTED IN FULL COLOUR

In House Ad Design Rates

	Full Page*	Half Page	Quarter Page
In House Ad Design	\$200	\$150	\$100

Publishing Dates

	Newsstands	Ad Booking	Artwork Due
Spring 2022	March 15, 2022	January 10, 2022	January 20, 2022
Summer 2022	June 15, 2022	April 11, 2022	April 22, 2022
Fall 2022	September 15, 2022	July 13, 2022	July 25, 2022
Winter 2022	December 5, 2022	September 30, 2022	October 13, 2022

Contact

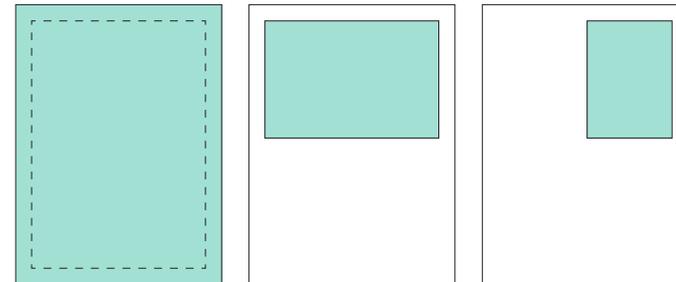
Nicholas Wattson, Advertising Manager at advertise@inuitartfoundation.org or 416-618-6154

Print Specifications

Print Advertising Specifications

	Full Page*	Half Page	Quarter Page VERTICAL ONLY
Trim Size	8.75 × 11.875"	7.375 × 4.9653"	4.9653 × 3.6042"
Bleed Size	9 × 12.125"		
Live Area	7.25 × 10.375"		

Print Advertising Formats



Full Page

Half Page

Quarter Page VERTICAL ONLY

File Specifications

High-resolution PDF files with all photos and fonts embedded
Resolution must be a **minimum of 300 dpi** (at print dimensions)

Please ensure to convert all colours to CMYK**

Templates available on request

** RGB FORMAT IS UNACCEPTABLE FOR PRINT

Ad Submission

Ad materials must be submitted electronically

If you have any questions please contact us at 647-498-7717 or advertise@inuitartfoundation.org

Files can also be sent directly to advertise@inuitartfoundation.org

"I believe this is one of the finest area-specific art magazines available today."

—SUBSCRIBER

Online Rates

Inuit Art Quarterly Billboard

Put yourself in the top news stories of the day! Coverage includes an ad below the IAQ's top news stories on the IAF homepage, and the top-of-page Billboard on IAQ's main landing page.* \$350 / month. Minimum charge 1 month.

Calendar Billboard

Put your advertising in close proximity to the hottest Inuit art events in the country. Coverage includes Billboard placement on the IAF homepage above Calendar events, and the top-of-page Billboard on the main Calendar page.* \$200 / month. Minimum charge 1 month.

Inuit Art Quarterly Leaderboard

Take a spot in the heart of IAQ's online content with a Leaderboard ad on the IAQ homepage. Advertise alongside fresh editorial content including news stories, features and artist profiles.* \$250 / month. Minimum charge 1 month.

Run of Site (ROS)

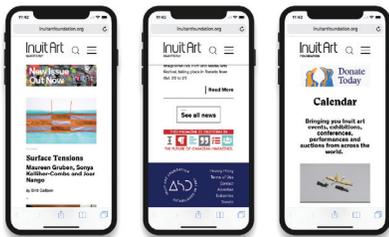
Give your ads run of the place! ROS ads appear in the sidebar on various pages across the site, including archival pages and IAQ online content.* \$250 / month. Minimum charge 1 month.

Newsletter Leaderboard

Share your message with over 3,100 unique readers every month in the IAF's beloved generally monthly e-newsletter. Two units available per month.* \$350 / newsletter leaderboard unit

Artist Spotlight

Sponsored Artist Spotlight
\$500



Online Specifications

Online Advertising Specifications

	Billboard	Leaderboard	Mobile Banner	Medium Rectangle
Pixel Size	970 × 90px	728 × 90px	320 × 100px	300 × 250px

File Specifications

JPG or GIF file format
Resolution must be a minimum of 72 dpi
RGB colour
Templates available on request

Ad Submission

Ad materials must be submitted electronically
If you have questions about sending files please contact us at 647-498-7717 or advertise@inuitartfoundation.org
Files can also be sent directly to advertise@inuitartfoundation.org

“The *IAQ* reaches an audience that’s interested in what Inuit artists are doing today and it does it in an effective way, connecting me with the established collectors and new clients. The *IAQ* supports the community, so advertisers should want to support something that supports the community.”

—CLIENT

Your Home For Inuit Art

*WHEN BOOKING, AD MATERIAL WILL NEED TO BE SUPPLIED IN MULTIPLE FORMATS TO ACCOMMODATE MOBILE APPLICATIONS