

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

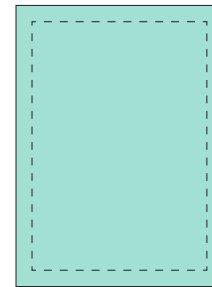
Nicholas Wattson, Advertising Manager at advertise@inuitartfoundation.org or 416-618-6154

Print Specifications

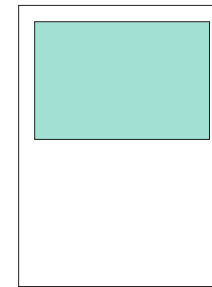
Print Advertising Specifications

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

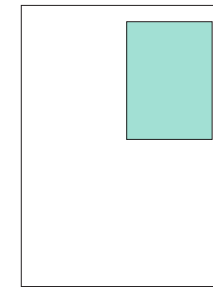
Print Advertising Formats



Full Page



Half Page



Quarter Page VERTICAL ONLY

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

"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)

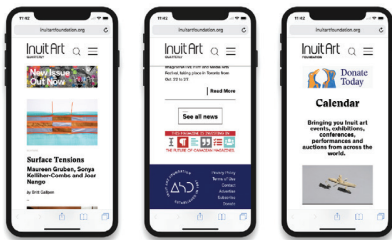
Give your ads run of the place! ROS ads appear in the sidebar on various pages across the site, including archival pages and IAQ online content.* \$250 / month. Minimum charge 1 month.

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
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“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