

Maine Gallery + Studio Guide



Our 11th year of promoting Maine art to the world!

2012 media kit

Maine Gallery Studio+ Guide



Our 11th year of promoting Maine art to the world!

The world's best guide to Maine art has been promoting Maine art to the world for over 11 years!

Media Kit Contents

- p. 3 editorial, circulation, about
- p. 4 art galleries
- p. 5 art studios
- p. 6 our web site
- p. 7 cafe des artistes
- p. 8 2012 advertising rates
- p. 9 digital requirements
- p. 10 2012 advertising contract
- p. 11 Some testimonials

Editorial

Maine Gallery & Studio Guide is an annual guide to Maine art and a celebration of Maine art in juicy color. A very reader-friendly touring guide small enough to fit in a glove compartment, it is organized by color-coded region traveling from Kittery to Downeast, with regional and town directories. The town-to-town tour shows representative art and the map location and contact info for respective galleries, studios and museums. A state-wide Calendar lists opening, shows and exhibitions, color-coded for region.

Circulation

Twentyfive thousand issues of **Maine Gallery & Studio Guide** are distributed free statewide through Maine's best fine art galleries, studios and museums. It is on view and available at the MaineTourism Info Centers in Kittery, Yarmouth, Fryeburg, and Calais and at the Boothbay Harbor, Camden, and Bar Harbor Chambers of Commerce. House copies are also available at many fine lodging establishments. Individual copies can be purchased online using Paypal.

About us

We continue to receive the most wonderful complements about Stan Israel, our veteran advertising representative. He is always happy to see his regular clients and to meet new ones. His cell number is 207-949-1990



Suzanne and Anthony Anderson have been co-publishers of the Maine Gallery & Studio Guide for several years. They live in a lake house that is home to Maine Gallery Guide, Inc. and Suzanne's Yikes! Studio.





Effective marketing for Galleries

It takes years to build a good name and reputation.

Keep yours in the good company of Maine's best galleries by advertising in **Maine Gallery + Studio Guide**. As the only publication focused completely on Maine fine art, the Gallery Guide is recognized as the fine art guide of Maine.

Renewal rates for gallery advertisers exceeds 92% due to our excellent track record, customer service and advertising effectiveness.



Essential exposure for Studio Artists

Your art needs to be
seen before it can sell.

Give your art the push it deserves:

- put your studio on the map, literally
- be seen by art galleries looking for new affiliations
- make it easier for new clients to make their first visit
- build your name & reputation
- be fully linked and present on our web site
- new affordable studio rates & monthly terms

Maine Gallery + Studio Guide

home galleries + studios calendar café blog

Promoting Maine art to the world!

Maine Gallery + Studio Guide



Our 11th year of promoting Maine art to the world!

Maine Gallery + Studio Guide

view online, print + link

order a copy

newsletter signup

linkup



Edward Hopper, "Untitled (Rocks and Sea), 1916-1919, oil on wood, Whitney Museum of American Art

Google

www.mainegalleryguide.com is top-ranked in Google searches and gets long page views from all over the world

Advertisers get their own page with ad, complete contact information + links, and a list of your shows and events!

We promote our advertisers
in print, online + on-the-air

Cafe des Artistes

blog • radio show • email newsletter

Cafe des Artistes is our multi-media news program designed to promote the events and news of Maine Gallery + Studio Guide advertisers and to create excitement and interest in the world of Maine art.

Cafe des Artistes is a weekly round-up of Maine art news, openings & shows. It is a **blog** on our web site that is updated weekly from Memorial Day to Columbus Day, and monthly during the winter. It promotes our advertisers and shows who is appearing where (and often showing the art), with links and contact info.

Cafe des Artistes is also a **radio show**, produced by Gallery Guide publisher Anthony Anderson. The five minute Maine art news program airs each week on WERU-FM 89.9 at 8:30AM during Saturday Morning Coffee House, and on WMPG-FM 90.9 Sundays at 11AM. The program can be heard up and down the coast and is in its seventh year.

Finally, **Cafe des Artistes** is also an influential **email newsletter** that is mailed weekly during the season to everyone associated with the Gallery Guide, visitors who sign up for it on our web site, and art lovers across Maine.

Show your art to those who can appreciate and afford it



Art needs to be seen by the right audience and what better place to show it than Maine Gallery + Studio Guide? It is the trusted fine art guide of choice with 25,000 free copies distributed free through Maine's best galleries, studios, museums, info centers and lodging establishments.

Your art is reproduced in beautiful color in our guide, is also on our web site with your info and links, and can be promoted on **Cafe des Artistes**.

2012 advertising rates

Print advertising can be either listings, images, or ads. Images and ads include a free basic listing, directory listings, map placement and page on our web site.

Listings

Basic Listing Name, address, phone, email & url (Free w/any image or ad)\$225
Full Listing Above plus 30 words, all advertiser indexes, + map placement.....\$395

One & Two Column Images

Includes image caption with artist name in bold, title, media, size, and location where work can be seen. Images also include a free basic listing, directory listings, map placement and individual page on our web site

One Column Image A single column image (2.25" wide)\$595
Two Column Image Like above but twice as wide (4.6" wide)\$745

Display Ads

Includes free basic listing, directory listings, map placement and page on our web site

Eighth Page Ad.....\$595
Quarter Page Ad\$895
Half Page Ad\$1095
Full Page Ad\$1,495

Group Ads for non-profits

Includes free basic listing, directory listings, map placement and page on our web site

Full Page\$1295
Two Page Spread.....\$1945
Four Page Spread.....\$3295

Premium Positions/Special Placement: Back cover, inside front cover, page 1, plus 50%. Front of book or right hand placement, plus 20%

Design Services Let us design and create your ad professionally.....\$150

Sizes and requirements

Images

One and two column images include a caption, listing, map placement, all indexes and on-line listing and image.

One Column Image (top)
2.25"W x 3" H (13.5p x 18p)

Two Column Image
4.625"W x 3"H (28p x 18p)

Display ads

Display ads include listing, map placement. all indexes and online listing with ad.

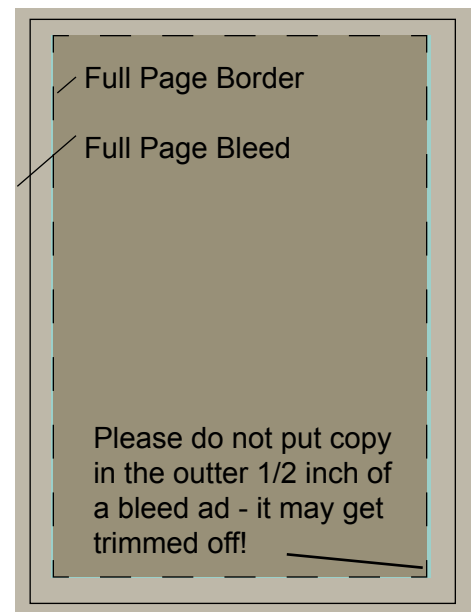
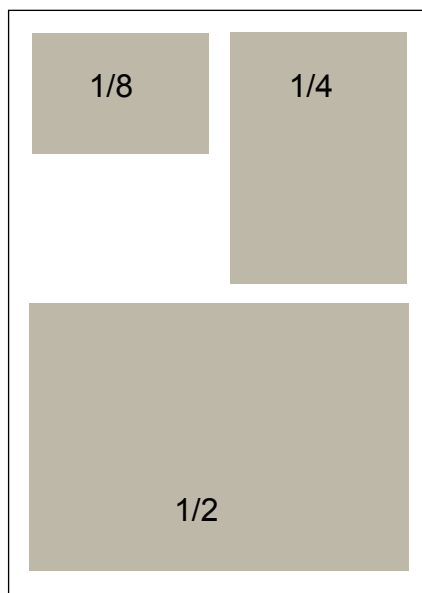
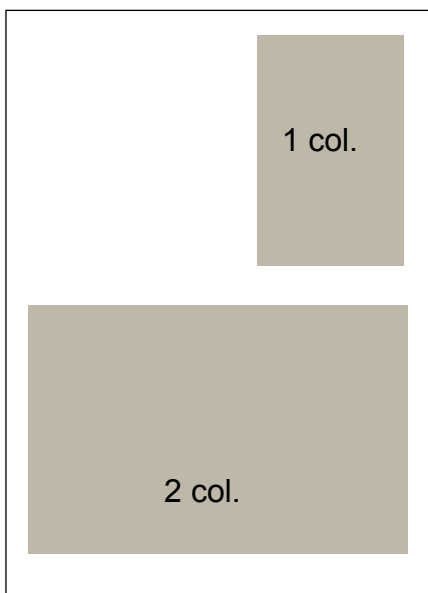
Eighth Page 2.25" W x 1.75"H
(13.5p x 10.5p)

Quarter page 2.25" W x 3.75"H
(13.5p x 22.5p)

Half page 4.625" W x 3.75"H
(28p x 22.5p)

Full page w/border 4.625"W x
7.625"H (28p x 46p)

Full page bleed 5.25"W x 8.32"H
(33p x 52p) *Important!* Extend bleed
.25" beyond on all sides and confine
all ad copy to within 4.625" x 7.625"



Digital requirements & submission policy

File name should be advertiser name plus year and file type, i.e., "AndersonGallery2011.pdf". Images should be 300 dpi at 100%, and in CMYK mode. Export PDFs with high quality or press profile, with fonts embedded. We also accept InDesign packaged for prepress.

Please email your ad files to suzanne@mainegalleryguide.com, and include account name, size of ad, and your email and contact info. CDs and other materials can be mailed or shipped to:
Maine Gallery Guide, 92 Rockridge Rd., Dedham ME 04429, with **signatures waived**.

Maine Gallery + Studio Guide

The world's best guide to Maine art!

Advertising Rates for 2012

Print advertising can be either listings, images, or ads. Images and ads include a free basic listing, directory listings, map placement and page on our web site.

Listings

Basic Listing Name, address, phone, email & url (Free w/any image or ad)\$225

Full Listing Above plus 30 words, all advertiser indexes, + map placement.....\$395

One & Two Column Images

Includes image caption with artist name in bold, title, media, size, and location where work can be seen. Images also include a free basic listing, directory listings, map placement and individual page on our web site

One Column Image A single column image (2.25" wide)\$595

Two Column Image Like above but twice as wide (4.6" wide).....\$745

Display Ads for non-profit art groups

Includes free basic listing, directory listings, map placement and page on our web site

Eighth Page Ad.....\$595

Quarter Page Ad \$895

Half Page Ad\$1095

Full Page Ad\$1,495

Group Ads

Includes free basic listing, directory listings, map placement and page on our web site

Full Page\$1295

Two Page Spread\$1945

Four Page Spread\$3295

Advertiser _____ Contact _____

Street Address _____

Mail Address _____

City _____ Zip _____

Phone(s) _____ Fax _____

Email _____

Website www. _____

Winter Address _____ Phone _____

Advertising Selected _____ \$ _____

Additional (design/photos/position) _____ \$ _____

Instructions/changes _____

Sub-total \$ _____

Deposit/payment \$ _____

Balance \$ _____

By signing, I agree to the terms and conditions of sale of this contract.

Signature _____ Print name _____

for publisher _____ Date _____

Credit Card No. _____ - _____ - _____ expires _____ - _____

check one: Visa Mastercard Discovery American Express

Maine Gallery Guide, Inc

92 Rockridge Rd, Dedham ME 04429

info@mainegalleryguide.com

www.mainegalleryguide.com

Anthony and Suzanne Anderson, publishers

1-888-482-4405 local 207-843-6749

Stanley Israel, advertising representative

207-949-1990

Deadlines for 2012 edition

Advertising space reservation .. Oct. 15, 2011

Ad materials inDec. 1, 2011

All advertising payments, in full.. Dec. 1, 2011

Calendar submissionsFeb. 22, 2012

Digital Requirements + Sizes

For information on digital requirements and sizes, please consult "advertising" on our website where you can download our 2012 Media Kit.

Premium Positions

Back cover, inside back cover, inside front cover and page 1 are 50% extra; Premium front of book or right hand placement are 20% extra.

Design Services

We design and create your ad professionally, \$150

Terms & Policy

All balances are due-in-full by Dec. 1, 2011. Unpaid balances after Dec. 1, 2011 will be subject to interest charges. Monthly payment schedules can be arranged. Contract cancellations are subject to a 25% charge and are not accepted after Jan. 1, 2012. Errors and omissions will be made good by re-running with correction. Advertiser is responsible for ad payment, including all collection charges and interest. Ad proofs are provided for ads we create only. We do not guarantee match color. At our discretion, we may ask that an ad be revised to meet the Gallery Guide's standard of quality and good design.

Early Bird Discount

To qualify for the 20% Early Bird Discount, contracts must be signed before Sep1 and include a 50% deposit.

Publicity on Cafe des Artistes

Cafe des Artistes is a popular program to promote our advertisers and to create excitement for Maine art. To spread the news, we use a blog on our web site, an email newsletter and a statewide radio show. Submit your event with images through our website.

Please keep the pink copy as your receipt and return white + yellow copies

Some testimonials

“Thanks for doing such a great job. Your website, guide, blog and radio show are so well done and are such an important part of promoting the arts in Maine. You folks are a joy to work with and I am so grateful that you are there.”

Sincerely, TJ McDermott, 9 Hands Gallery, Downtown Portland

“I advertise in the Maine Gallery + Studio Guide because of its high standard of excellence and wide spread circulation. Cafe des Artistes is an added plus. The guide has become the art lover’s bible of who’s who and what’s happening in the Maine art world.”

Best wishes, Dona Berger, Mars Hall Gallery, Tenants Harbor

“Many thanks for the feature coverage. Over 200 people came and I didn’t think they were ever going to leave. Perhaps art sales are a leading indicator of good times to come. Again, thank you for featuring the gallery and our current shows.”

All the best, Mary P. Harding, George Marshall Store Gallery, York

“Thank you very much for promoting my shows in the email newsletters. I am convinced it helped an awful lot. In none of the previous years have I had so many visitors as during the past summer. I am very very grateful for your support.”

Best wishes, Ulrike Stadler, Stadler Gallery, Kingfield

“Awesome newsletter & beautiful new look for Maine Gallery Guide. I listened to the Rock Solid interview, checked out the galleries and studios. Nice work!”

Best, Richard Merrill, www.autograff.com

“We advertise in the Gallery Guide because it is consistent with the quality we want our work to be associated with, and we get results.”

Sincerely, Condon & Georgeann Kuhl, Gallery at Widgeon Cove, Harpswell

The Maine Gallery Guide cover looks incredible . . . good eye!

Best to you -Tralice, The Monhegan Museum

“Thanks for the continued coverage of our show in the Café des Artistes. Things are going well, here. We’ve sold three pieces from the show and it’s getting a lot of positive attention – thanks for your help!

Thanks for all you do! Lisa Mossel Vietze Manager Archipelago
The Island Institute Store