



*Have your ad in the PDF list on
informartmag.com
with a link to your website*

**More than 2,000 subscribers
downloaded the PDF list
most months in the last year**
(see documentation in this packet)

**To view the PDF list
visit informartmag.com
click on the
red button**



Rate Card - PDF version of art price listings

Size	Price /quarter	w/link	Price /year	w/link	Each ad change
Triple ad	\$70	\$80	\$240	\$280	\$35
Double ad	\$50	\$60	\$175	\$215	\$35
Single ad	\$30	\$40	\$100	\$140	\$35
"w/link" means a link from your ad and from your queried listings to your website Prices are for either 4/color or black & white Prices based on completed ads being emailed in JPEG or PDF format to peggy@informartmag.com -- subject line must be INFORMARTMAG Ad layout charges are \$50, plus \$25 per scan					

PDF Advertising Requirements

Trim Size 8-1/2" x 11"

Ad Size

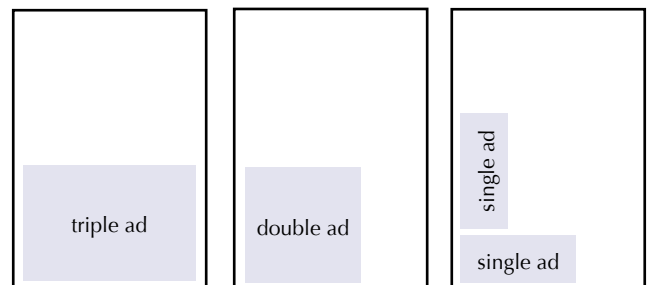
Triple ad.....7-3/4" x 4-3/4"

Double ad.....4-3/4" x 4-3/4"

Single ad.....2-1/4" x 4-3/4" or 4-3/4" x 2-1/4"

Ads will be placed as close as possible
 to the artist listings requested

Ad Sizes



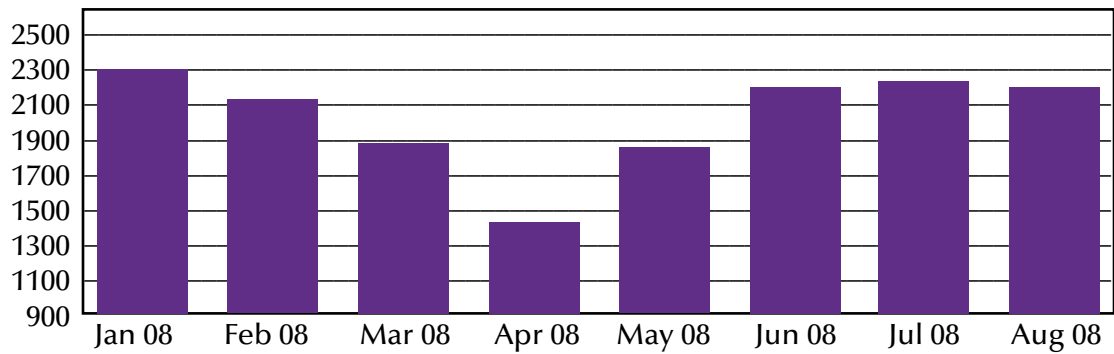
PUBLISHER PRICE LISTINGS

Where informartmag.com has no prices for a print, sculpture, or original we will accept such listings from the publisher or the artist for \$5 per line, which will appear on-line for 3 months, in both the regular and PDF list.

for more information, please contact Peggy at 203-268-5552
 or peggy@informartmag.com: please use subject line: INFORMARTMAG

**Data from Web Statistical Reports for the months of
Setpember 2007 through February 2008**

<i>Month</i>	<i>Total Downloads of the PDF list</i>
August 2008	2,187
July 2008	2,272
June 2008	2,207
May 2008	1,880
April 2008	1,478
March 2008	1,899
February 2008	2,162
January 2008	2,379



Advertising Insertion Order Contract for PDF version of art price lists on informartmag.com

Advertiser Information

Publisher _____ Phone _____
 Contact _____ Fax _____
 Address _____
 City _____ State _____ Zip _____
 eMail _____ website _____

Ad Information

Size	Price /quarter	w/link	Price /year	w/link
____ Triple ad (or 3 ads)	\$70	\$80	\$240	\$280 (circle choice)
____ Double ad (or 2 ads)	\$50	\$60	\$175	\$215 (circle choice)
____ Single ad	\$30	\$40	\$100	\$140 (circle choice)
____ each ad over 3	\$20	\$25	\$50	\$60 (circle choice)
"w/link" means a link from your ad and from your queried listings to your website				
Ad to be near this artist: _____				
Prices are for 4/color or black & white				
Prices based on completed ads being emailed in JPEG or PDF format to peggy@informartmag.com -- subject line must be INFORMARTMAG				
Ad layout charges are \$50, plus \$25 per scan				

Advertising year begins with the October 15, 2007 list upload

Deadlines are

Commitment (Return this form)	Materials Due (completed ads emailed)	Payment Due (Credit card or prepaid only)
Sept 15, 2008	Oct 3, 2008	Oct 3, 2008 (for Oct 15 upload)
Dec 15, 2008	Jan 4, 2009	Jan 4, 2009 (for Jan 15, upload)
Mar 15, 2009	Apr 3, 2009	Apr 3, 2009 (for April 15 upload)
June 15, 2009	July 7, 2009	July 7, 2009 (for July 15 upload)

Visa/MC _____ Expiration date ____/____

Signature _____

Billing Address _____

City _____ State _____ Zip _____

Peggy Kinstler P.O. Box 147, Easton, CT 06612
 phone: 203-268-5552 fax: 203-268-5666
 email: peggy@informartmag.com (subject line INFORMARTMAG)

General advertising information on informartmag.com

On informartmag.com you will find:

- Art price listings for more than 140,000 titles (this number continues to grow.)
- Free image links available to your titles, please contact Kris at informartkz@yahoo.com
- Links from artists on informartmag.com to their galleries and publishers' websites

AD RATE CARD – informartmag.com		
Positions	Where	Cost
Premier Art Sites	Home page	Variable: quarterly, annually (see below)
Gallery listing	On permanent frame*	\$50
Publisher listing	On permanent frame*	\$50
The Artists	On permanent frame*	\$30
Artists A-Z, Theme	On permanent frame*	\$150/quarter or \$500/year
	3 slots for image, logo and link to artist's site	
Artist profile photo & bio	When artist's name is searched, window opens	\$100 set up & first year,
Prices are based on having a link from the advertiser's site to informartmag.com		
*the permanent frame is always visible while visiting the informartmag.com site		

Premier Art Sites • quarterly / annually		
Top Row Slots	\$250/quarter	\$900/year
2nd Row Slots	\$225/quarter	\$800/year
3rd Row Slots	\$200/quarter	\$700/year
4th Row Slots	\$175/quarter	\$600/year
5th Row Slots	\$150/quarter	\$500/year

Artist and Publisher Links From Artist List Page (Before password is required)	
Artist and/or Publisher	\$30 each per year