

ARTONVIEW

Artonview is the National Gallery of Australia's quarterly magazine, published seasonally in **AUTUMN** (March), **WINTER** (June), **SPRING** (September) and **SUMMER** (December)

ADVERTISING

nga.gov.au/artonview

Artonview explores the best art and artists have to offer audiences in Australia and internationally. It is published quarterly by Australia's premier arts institution, the National Gallery of Australia and presents engaging and inspiring stories by leading experts, artists, passionate benefactors and a host of others involved in the arts, including the NGA's own audiences.

Themed features unearth the ways in which art intersects or illuminates important contemporary issues, while other aspects of the rich and varied content provide context and relevance to the NGA's exhibitions, collections, creative partnerships and other activities.

BOOKINGS AND ENQUIRIES

Email: artonview.advertising@nga.gov.au

Mailing address:

Artonview
National Gallery of Australia
PO Box 1150
Canberra ACT 2601
Australia

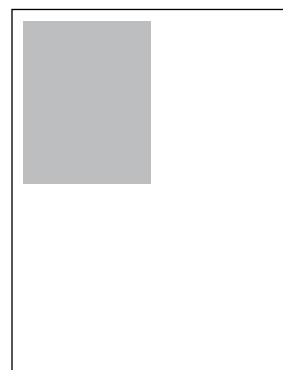
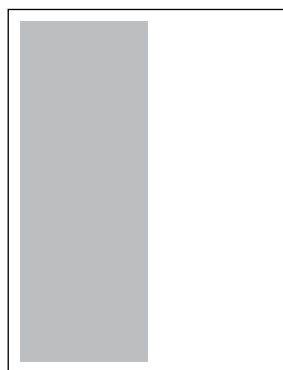
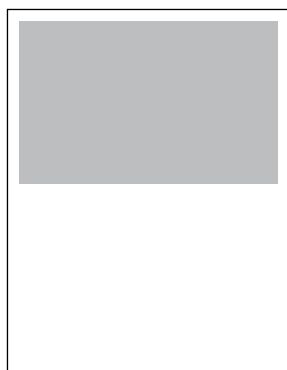
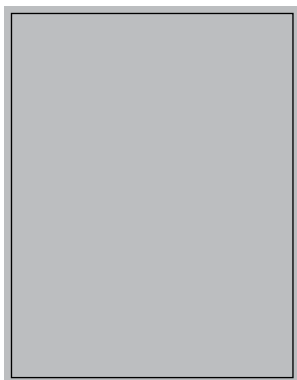
Artonview is directly mailed to the homes and businesses of over 15,000 well-travelled and intelligent NGA members who are passionately engaged in art and culture, film, fashion and design. It is sold in the NGA Shop and distributed to industry professionals, business leaders, representatives at all levels of government, Australian embassies and foreign affairs missions worldwide.

To view previous issues, visit our online archive at nga.gov.au/artonview.

ARTWORK DIMENSIONS AND PRICES*

IMPORTANT NOTE: dimensions are given as height x width
magazine trim size 280 x 217 mm

FULL PAGE	\$2200	HALF LANDSCAPE	\$1330	HALF PORTRAIT	\$1330	QUARTER	\$785
290 x 227 mm (280 x 217 mm, plus 5 mm bleed)		128.5 x 201 mm (no bleed)		264 x 97 mm (no bleed)		128.5 x 97 mm (no bleed)	



INSERT Price on enquiry (based on size and weight)

*Rates are current from 1 September 2010 and include GST

DISCOUNTS

Multiple bookings

(applies to consecutive issues only)

4 issues = total cost less 15%

3 issues = total cost less 10%

2 issues = total cost less 5%

Regional galleries

Regional galleries receive a 5% discount on the full price of advertising in *Artonview* (including in addition to the multiple bookings discounts above)

NEED A DESIGNER?

For advertising in *Artonview*, the National Gallery of Australia offers design services at a flat rate of \$70 per hour.

PACKAGING YOUR ARTWORK

Please package your artwork as a press-quality PDF (300 dpi). Your PDF must be packaged:

- with all related links (eg EPSs, TIFs, JPGs, etc) and all fonts used in file
- without printer's marks (crop marks, colour bars etc).

If applicable, you may provide a colour proof for matching.

IMPORTANT DEADLINES FOR BOOKINGS AND ARTWORK

NOTE: these are rough dates; if a date falls on a Saturday or Sunday, the Friday before that date becomes the deadline.

ISSUE	(release date)	BOOKING	ARTWORK DUE
AUTUMN	(1 March)	10 December	10 January
WINTER	(1 June)	10 March	10 April
SPRING	(1 September)	10 June	10 July
SUMMER	(1 December)	10 September	10 October

ARTONVIEW

ADVERTISING CONTRACT

CLIENT DETAILS

Company.....
Contact person.....
Postal address.....
.....
Telephone.....
Facsimile.....
Email.....

BOOKING DETAILS

Multiple bookings

In how many issues would you like your advertisement/s to appear?.....

Please tick the **first (or only) issue** in which you wish your advertisement/s to appear:

- AUTUMN** released 1 March **WINTER** released 1 June
 SPRING released 1 September **SUMMER** released 1 December

ADVERTISEMENT DETAILS

Please tick the type of advertisement required:

- FULL PAGE** \$2200
290 x 227 mm (280 x 217 mm plus 5 mm bleed)
- HALF PAGE, PORTRAIT** \$1330
264 x 97 mm (no bleed)
- HALF PAGE, LANDSCAPE** \$1330
128.5 x 201 mm (no bleed)
- QUARTER PAGE** \$785
128.5 x 97 mm (no bleed)
- INSERT**
(add quoted price)

Please tick if you would like the National Gallery of Australia to design your advertisement for you:

- DESIGN** \$70 per hour

Notes/requests

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CLIENT DECLARATION

I agree to:

- confirm my booking/s on or before the **booking deadline** for each issue in which my advertisement will appear
- provide the artwork for my advertisement to the specifications required by *Artonview* and on or before the **artwork deadline** in which my advertisement will appear
- pay full price of an advertisement if I cancel after the **artwork deadline** in which my advertisement will appear.

Client.....

Date..... /..... /.....

Please sign and send this contract to:

Artonview
National Gallery of Australia
GPO Box 1150
Canberra ACT 2601

Artonview reserves the right to decline advertising it deems unfit for publication at no penalty to the client. All advertisements are placed at the discretion of *Artonview*, although client wishes will be taken into account where possible. *Artonview* is not responsible for the quality and accuracy of the reproduction of advertisements as this is dependent on the quality of the material supplied.

Head of Publishing.....

Date..... /..... /.....

office use only
rate (\$).....
no of issues (for multiple bookings only).....
discount (%).....
total per issue (\$).....