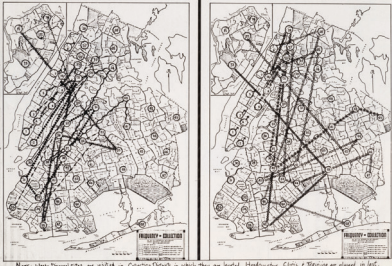


THE BROOKLYN RAIL

CRITICAL PERSPECTIVES ON ARTS, POLITICS, AND CULTURE OCTOBER 2016

SUBSEP 1	SUBSEP 2	SUBSEP 3	SUBSEP 4	SUBSEP 5	SUBSEP 6	SUBSEP 7	SUBSEP 8	SUBSEP 9	SUBSEP 10
MON 1 TUE 2 WED 3 THU 4 FRI 5 SAT 6 SUN 7	MON 8 TUE 9 WED 10 THU 11 FRI 12 SAT 13 SUN 14	MON 15 TUE 16 WED 17 THU 18 FRI 19 SAT 20 SUN 21	MON 22 TUE 23 WED 24 THU 25 FRI 26 SAT 27 SUN 28	MON 29 TUE 30 WED 31	MON 1 TUE 2 WED 3 THU 4 FRI 5 SAT 6 SUN 7	MON 8 TUE 9 WED 10 THU 11 FRI 12 SAT 13 SUN 14	MON 15 TUE 16 WED 17 THU 18 FRI 19 SAT 20 SUN 21	MON 22 TUE 23 WED 24 THU 25 FRI 26 SAT 27 SUN 28	MON 29 TUE 30 WED 31



FEATURED INTERVIEWS
*Douglas Crimp, Meleko Mokgosi,
 Mierle Laderman Ukeles, Andrea Zittel*

GUEST CRITIC
Rich Blint: On James Baldwin

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THE BROOKLYN RAIL

THE BROOKLYN RAIL

2017 Media & Advertising Kit
 ads@brooklynrail.org

ABOUT

Founded in October 2000 and currently published 10 times annually, the *Brooklyn Rail* provides an independent forum for arts, culture, and politics throughout New York City and far beyond.

Our journal, in addition to featuring local reporting; criticism of music, dance, film, and theater; and original fiction and poetry, covers contemporary visual art in particular depth. In order to democratize our art coverage, our Critics Page functions with a rotating editorship, which such luminaries as Robert Storr, Elizabeth Baker, Barbara Rose, Irving Sandler, and Dore Ashton have helmed.

As a 501(c)(3) nonprofit organization, the *Brooklyn Rail* distributes its journal free of charge around New York City, and ships to a growing list of national and international subscribers.

FREQUENCY

10 issues annually, double issues in Jul/Aug & Dec/Jan

CIRCULATION

Print readership - 60,000

Online readership - averages 10,000 unique visits daily

International subscriber base - clustered in Berlin, Hong Kong, London, Los Angeles, New York City, Paris

Institutional subscribers include Bard College, Dia:Beacon, University of Pennsylvania School of Design, and Yale University M.F.A.

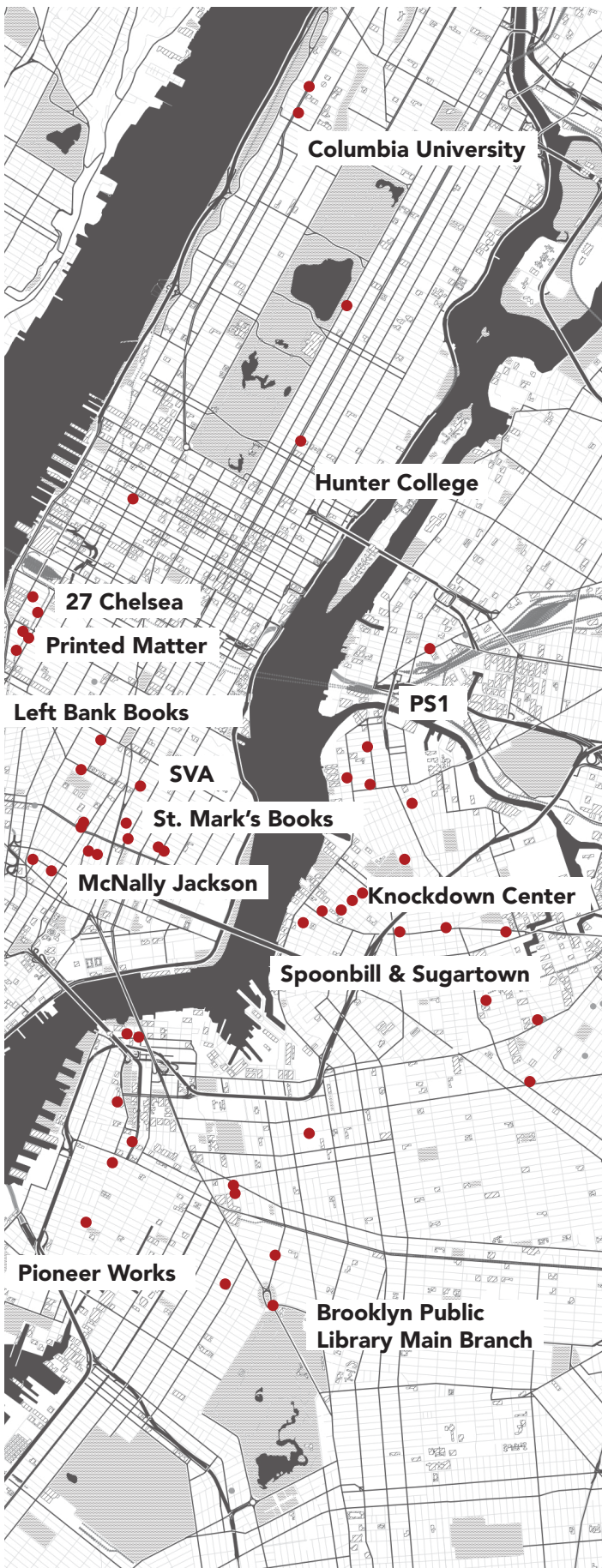
Regular presence at major art fairs such as Art Basel, Art Los Angeles Contemporary, Frieze, and NADA Miami Beach

Educated, progressive, influential readership includes artists, writers, professors, curators, and arts professionals

DISTRIBUTION

20,000 copies to museums, galleries, universities, bookstores, cafes, and other cultural venues throughout Manhattan, Brooklyn, and Queens.

WHERE TO FIND THE RAIL



MANHATTAN

27 Chelsea (627 West 27th Street Lobby)
 192 Books
 508 West 26th Street
 547 West 27th Street
 Academy Records & CDs
 Angelika Film Center
 Anthology Film Archives
 Blick Art Materials (Bond St)
 Book Culture
 Columbia University, Dodge Hall
 Dia Art Foundation
 Film Forum
 Fountain Gallery
 Hunter College (695 Park Ave)
 Leslie Lohman Museum
 McNally Jackson Books
 Mercer Books
 NY Public Library Mulberry Street Branch
 New York Studio School
 Pierogi
 Printed Matter
 Recess
 Red Bull Studios
 Regina Rex Gallery
 Ronald Feldman Gallery
 St. Mark's Books
 St. Mark's Church
 SVA (East 21st St)
 SVA (West 21st St)
 The Drawing Center
 The Kitchen
 The New School

BROOKLYN

66 Rockwell
 Artist & Craftsman Supply (761 Metropolitan Ave)
 Bake Shop (995 Flushing Ave)
 Bric Rotunda Gallery
 Brooklyn Public Library Main Branch
 Dandelion Wine Shop
 Eastern District
 Human Relations
 Industry City (254 36th St)
 ISCP
 Little Cupcake Bake Shop
 Little Skips Cafe
 Microscope Gallery
 Minus Space
 Molasses Books
 Pioneer Works
 Power House Arena
 Pratt (200 Willoughby)
 Residency Unlimited
 Sharpe-Walentas Studios
 Signal Gallery
 Small Editions
 Spoonbill Sugartown
 The Garden
 Theodore Art
 Union Docs
 Wyckoff Starr

QUEENS

CUNY Queens College
 Knockdown Center
 MoMA P.S. 1
 Topos Bookstore Cafe

ADVERTISING RATES

PRINT	1 Issue Rate	2 Issue Rate	3 Issue Rate
Color Spread	\$2700	\$2565	\$2435
Color Back Cover	\$2000	\$1900	\$1800
Color Inside Cover	\$1800	\$1710	\$1625
Color Full Page	\$1400	\$1330	\$1260
Color Half Page	\$950	\$900	\$855
B&W Full Page	\$850	\$800	\$750
B&W Half Page	\$675	\$640	\$610
B&W Quarter Page	\$550	\$525	\$500
B&W Eighth Page	\$300	\$275	\$260

WEB	1 Month	2 Months	3 Months
Small	\$400	\$375	\$345
Large	\$800	\$750	\$690

E-BLAST	1 Month	2 Months	3 Months
Banner	\$500	\$475	\$450
Dedicated E-blast	\$1500	\$1425	\$1350

PRINT & WEB PACKAGES

	Rate
1 Full Color + Web + E-blast Value: \$2300	\$1800
1 Full Color + Web Value: \$1800	\$1500
1 Half Color + Web Value: \$1350	\$1100
1 B&W Full + Web Value: \$1250	\$1000

Custom packages available upon request.

SCHEDULE

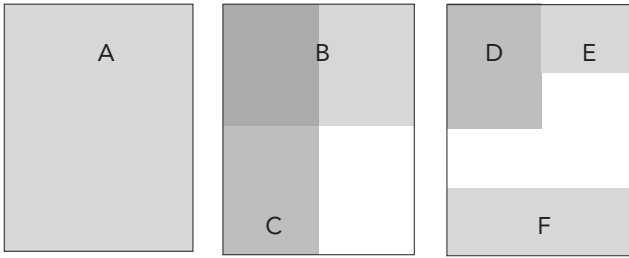
ISSUE	Due	Press
February	Jan 16	Feb 1
March	Feb 15	Mar 1
April	Mar 17	Mar 31
May	Apr 14	Apr 29
June	May 18	May 30
July / August	June 19	July 6
September	Aug 14	Aug 29
October	Sept 18	Sept 27
November	Oct 17	Oct 26
December / January	Nov 17	Dec 2

Web Ads and E-Blasts

Web ads are placed on a rolling basis. Inquire about e-blast schedules at ads@brooklynrail.org.

DIMENSIONS

PRINT



A. Full Page	W: 10" × H: 13.75"
B. Half Page horizontal	W: 10" × H: 6.75"
C. Half Page vertical	W: 4.9" × H: 13.75"
D. Quarter Page vertical	W: 4.9" × H: 6.75"
E. Eighth Page	W: 4.9" × H: 3.3"
F. Quarter Page horizontal	W: 10" × H: 3.3"

WEB

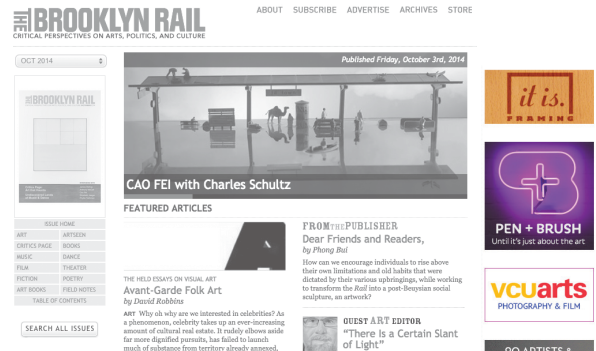
Small	W: 180px × H: 90px
Large	W: 180px × H: 180px

WEB STATS

Approx 21,000 impressions/day
Averages 5 min. on-screen time
Online Archive of over 10,000 articles

E-BLAST

Banner	W: 600px × H: 230px* *Width must be 600px, height flexible.
Dedicated	W: 600px** **Send as jpeg with all content included



E-BLAST STATS

Online mailing list reaches 10,000+
Open and click-through rate above industry average

SPECIFICATIONS

Details/Submission

- For color ads, files must be in CMYK, no spot color. Black text and B&W images must be exported as grayscale (0% CMY).
- Print: JPG or PDF, min. 300 dpi
- Web & E-blast Banner: JPG, PNG, or GIF at 72 dpi.
- Requests for section-specific placement are honored on a first-come, first serve basis.
- We do not offer bleeds.
- Improperly sized materials may be altered at the *Brooklyn Rail's* discretion.
- Please submit as attachment to ads@brooklynrail.org.
- In-house production available. Inquire at ads@brooklynrail.org for rates.

Payments And Fees

- Non-profits receive a 10% discount.
- Animated ads incur an additional \$150 and are subject to frame-rate limitations
- IO/payment instructions available at the time of reservation.
- Full payment due with materials for all first-time advertisers.
- Interest charge of 10% per month on overdue accounts.
- \$150 fee for cancellation after material deadline.

Contracts/General

- Acceptance of contract rate by customer constitutes contract.
- *The Brooklyn Rail* reserves the right to decline any advertisement.
- In the event of an error, the *Brooklyn Rail's* liability shall not exceed the cost of the space occupied by the error.
- While the publication dates are subject to change, we strive to begin distribution of each issue on the first week of the month.

INSTITUTIONAL SUBSCRIPTIONS



Designed for art stores, bookshops, or university libraries, our institutional subscription program brings the printed experience of the *Rail* to readers beyond the borders of NYC.

MINI BUNDLE

- 10 issues per month
- One complimentary quarter-page advertisement
- 10% off all future advertising

SMALL BUNDLE

- 30 issues per month
- One complimentary half-page black-and-white advertisement
- 20% off all future advertising

LARGE BUNDLE

- 60 issues per month
- Brooklyn Rail distribution rack
- One complimentary half-page color advertisement
- 25% off all future advertising

One Year Subscription	Mini	Small	Large
East Coast	\$225	\$350	\$600
Midwest/West Coast	\$325	\$450	\$675

CURRENT INSTITUTIONAL SUBSCRIBERS

- Bard College, New York
- U Penn School of Design, Pennsylvania
- Yale University MFA, Connecticut
- Vermont Studio Center, Vermont
- The Studio Store, Vermont

✳️ "I feel that the vital energy of non-conformism has been given a sporting chance again in the *Brooklyn Rail*, and applaud its intrepid inquisitiveness. In the pages of the *Rail* we always can expect the unexpected—a lure I never can resist." **–DORE ASHTON**

"The spectacular *Brooklyn Rail* is this generation's organ of choice in which art historians, critics, and artists themselves weigh in on the most significant art being shown as well as little known and often overlooked work by emerging, middle, and older aged artists." **–CHUCK CLOSE**

"The *Rail* is an eminently readable, informative, and intellectually wide-ranging publication, alert to current trends, controversies, and ideas, and filled with necessary information. It is great to have one's brain shaken up by such a lively venue! What would we do without it?" **–NANCY SPERO**

"When I moved to Brooklyn from the West Village 46 years ago, I looked around for a journal that would cover the Brooklyn scene the way my friend Dan Wolf's *Village Voice* covered the downtown Manhattan scene. There wasn't any. And there hasn't been any until the arrival of the *Rail* with its edgy, eccentric, infuriating commentary on politics and the arts. Long may it thrive." **–HARVEY SHAPIRO**

"How wonderful to have a newspaper that cares about literature and the arts and isn't afraid to say so. *The Brooklyn Rail* is a welcome addition to the New York scene." **–JOHN ASHBERRY**

"Lively art publications have their moment and very often a place as well. *The Brooklyn Rail* has both. The place is Walt Whitman's old stomping ground. That being the case, rather than having one voice, the *Rail* has many—representing multiple generations, aesthetic orientations, and cultural backgrounds. Better yet, it is ubiquitous and free, meaning that you can pick it up just about anywhere, and find an article

RECENT PRAISE FOR THE RAIL*

or interview on just about any topic. The *Rail* thus offers the satisfactions of being able to read at your leisure what's on the minds of the people around you. So far as the art scene is concerned, it is the murmur of the city in print." **–ROBERT STORR**

"I didn't know we needed a publication like the *Brooklyn Rail* until I saw my first copy in 2002 and realized just what a huge vacuum it was filling. By opening up the discussion to a wide range of voices, it plays an important role in the current arts discourse." **–LEONARD LOPATE**

"The *Rail* embodies a certain freshness and energy that is very appealing to me. Each issue brings to light events concerning our home and abroad in an intimate manner that draws on our own cultural awareness. Their review of books and political affairs contain a sense of originality and present a feeling of authority." **–GEORGE BRAZILLER**

"The *Rail* demonstrates that there is something new under the sun. Here is a non-establishment paper that questions the establishment's assumptions without falling victim to the counter-culture's pieties. The *Rail's* secret: intelligence, original ideas, good thinking, and good writing." **–VICTOR NAVASKY**

"The *Rail* is the best new publication of its kind in New York—and it keeps getting better. The *Rail* covers the waterfront in a highly responsible and original way, mixing controversial political journalism with poetry, the arts, and nearly everything else of importance in this complex, ever-changing city. Long may it flourish." **–PAUL AUSTER**