

art on view magazine

art on view is the National Gallery of Australia's quarterly magazine

art on view is Australia's premier gallery magazine. It previews exhibitions, provides in-depth focus on the national collection and includes a wealth of information on leading museum practices and current art news. It also includes social pages featuring artists, members and international guests at National Gallery of Australia exhibition openings and special events.

art on view is directly mailed to the homes and businesses of 14,500 National Gallery of Australia members and has a readership of over 22,000 people. This readership is made up of the cultural community, business leaders and representatives from the highest level of government.

art on view is also distributed through Australian museum and gallery retail outlets, and Australian embassies and foreign affairs missions worldwide.

art on view is published quarterly in March, June, September and December.

Editorial submissions are welcome, however, unsolicited manuscripts will not be returned. Please email all enquires to artonview.editor@nga.gov.au.

Advertising

A substantial publication of 60 pages, **art on view** provides excellent advertising exposure.

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Rates current at 7 December 2007

BOOKINGS AND INQUIRIES

should be directed to

Chris Lancaster
Publications
National Gallery of Australia
Parkes Place, Parkes ACT 2601
email: artonview.advertising@nga.gov.au
phone: + 61 2 6240 6557
fax: +61 2 6240 6427

BOOKINGS DUE

Summer issue:	mid September
Autumn issue:	mid December
Winter issue:	mid March
Spring issue:	mid June

Bookings cancelled after the artwork deadline will be charged the full price of the advertisement. All advertisements are placed at the discretion of the publisher, and as far as possible in accordance with client wishes.

ADVERTISING SPECIFICATIONS

- Laser printout at 100% or colour proof if applicable.
- Press quality PDF
- Adobe Indesign (packaged)
 - All related links, EPS, TIFFS and JPG files.
 - All fonts used.
 - Transparency or 35mm slide.

ARTWORK DUE

Autumn Issue	mid January
Winter Issue	mid April
Spring Issue	mid July
Summer Issue	mid October

Full-page colour \$2000

267 mm x 198 mm, without bleed
307 mm x 238 mm, with bleed
Trim size = 297 mm x 233 mm



Half-page colour \$1210

horizontal 131 mm x 198 mm, no bleed
vertical 267 mm x 97 mm, no bleed



Quarter-page colour \$715

131 mm x 97 mm, no bleed

DISCOUNTS

for multiple bookings only
4 issues = total cost less 15%
3 issues = total cost less 10%
2 issues = total cost less 5%

All rates are GST inclusive

ADVERTISING CONTRACT

Client _____

Contact _____

Telephone _____

Facsimile _____

Email _____

Address _____

CONDITIONS OF ACCEPTANCE

Bookings cancelled after the artwork deadline will be charged the full price of the advertisement. All advertisements (except covers) are placed at the discretion of artonview, and as far as possible in accordance with client wishes. No responsibility can be taken for the quality and accuracy of the reproductions, as this is dependent on the quality of the material supplied.

PLEASE SIGN AND RETURN TO:

Artonview Advertising
Publications
National Gallery of Australia
Parkes Place, Canberra ACT 2601
Tel: +61 2 6240 6557
Fax: +61 2 6240 6427
Email: artonview.advertising@nga.gov.au

Client _____

Date _____

Manager, Publications _____

Date _____

BOOKING

Please tick issue(s) required

Summer Winter

Autumn Spring

Please tick type of ad required

Inside back cover

Full page Colour

Half page horizontal Colour

Half page vertical Colour

Quarter page Colour

Design

Rate \$65 per hour

Discount _____

Artwork due by _____