

2009 Online Advertising Rates

Artist's Network Web Advertising

Ads	Size	CPM Price
Box	300 × 250	\$20
Leaderboard	728 × 90	\$15
Skyscraper	120 × 600	\$15
Banner	468 × 60	\$15
Large Button	120 × 240	\$10
Button	125 × 125	\$8

E-Newsletters

	Circulation	Rate
The Artist's Magazine	46,418	\$28
The Pastel Journal	10,816	\$36

Dedicated E-mail Broadcasts

Artist's Network	Circulation	Rate
Single Sponsor	46,400	\$20
Multi-Sponsor	46,400	\$275 each

The Pastel Journal	Circulation	Rate
Single Sponsor	9,500	\$30
Multi-Sponsor	9,500	\$125 each

E-newsletter Single Sponsor

	Circulation	Rate
Exclusive	82,800	\$28
Non-Exclusive (max 4)	82,800	\$45

Online Directory	Rate
Premium (per year)	\$135
Basic (per year)	\$125

with The Artist's Magazine: Etcetera, Workshop, or Call for Entries

Full year online + 1 month 1/12 display	\$125 (annual)
Full year online + 10 months 1/12 display	\$100 (annual)
Full year online + 1 month Workshop	\$125 (annual)
Full year online + 10 months Workshop	\$100 (annual)
Full year online + 1 month Call for Entries	\$125 (annual)
Full year online + 10 months Call for Entries	\$100 (annual)

with The Pastel Journal, or Watercolor Artist: Etcetera, Workshop, or Call for Entries

Full year online + 1 month 1/12 display	\$125 (annual)
Full year online + 6 months 1/12 display	\$100 (annual)
Full year online + 1 month Workshop	\$125 (annual)
Full year online + 6 months Workshop	\$100 (annual)
Full year online + 1 month Call for Entries	\$125 (annual)
Full year online + 6 months Call for Entries	\$100 (annual)

WetCanvas Advertising

	Size	Rate
Skyscraper	120 × 600	\$15
Banner	468 × 60	\$15

E-Newsletter (monthly)

	Circulation	Rate
Exclusive	82,800	\$28
Non-Exclusive (max 4)	82,800	\$45

Dedicated E-mail Broadcasts

	Circulation	Rate
Single Sponsor	82,800	\$20cpm
Multi-Sponsor	82,800	\$325/each

Partner Levels

	Monthly Commitment	Included Impressions/Month	CPM
Bronze	\$250	\$25,000	\$10.00
Silver	\$500	\$70,000	\$7.14
Gold	\$1000	\$200,000	\$5.00

Advertising Sales Manager

Tricia Green
 513-531-2690 ext. 11374
 Fax 513-531-0798
 tricia.green@fwmedia.com

Display Account Manager

Kristin Roark
 513-531-2690 ext. 11381
 Fax 513-531-0798
 kristin.roark@fwmedia.com

Classified Account Manager

Suzanne Meyer
 513-531-2690 ext. 11380
 Fax 513-531-0798
 suzanne.meyer@fwmedia.com

Advertising Sales Coordinator

Cherie Ilg Haas
 513-531-2690 ext. 11219
 Fax 513-531-0798
 cherie.haas@fwmedia.com