

Why Do The Best Galleries Keep Advertising In *Western Art Collector*? It Works!

Advertising Rates & Sizes >>>

“*Western Art Collector* is easily my favorite publication for advertising this sale. It seems to have become the ‘Bible’ for Western art collectors! I also think your auction and event coverage is second to none, and for once, a publication actually has a firm grasp on what auction houses and collectors want to see!”

– Graydon R. Sikes, Director,
Paintings, Sculpture & Works
On Paper, Cowan’s Auctions

Contact our sales team to reserve your advertising space at (866) 619-0841

2012 Deadlines >>>

Home of 'Bible' for Sale on Upcoming Shows
WESTERN ART COLLECTOR

7530 E. Main St., Ste. 105, Scottsdale, AZ 85251
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Tel: 866-619-0841 • Fax: 480-425-0724
Email: coordinator@WesternArtCollector.com
Website: www.WesternArtCollector.com

AD SIZE	1X	3X	6X	9X	12X	MAKE UP*
Full Page	\$3,100	\$2,900	\$2,800	\$2,700	\$2,600	\$350
Double Page Spread	\$5,100	\$4,800	\$4,700	\$4,600	\$4,500	\$450
Half Page Horizontal	\$2,100	\$1,900	\$1,800	\$1,700	\$1,600	\$200
Half Page Vertical	\$2,100	\$1,900	\$1,800	\$1,700	\$1,600	\$200
Quarter Page	\$1,400	\$1,300	\$1,200	\$1,100	\$1,000	\$200
Inside Front Cover					\$3,800	\$350
Inside Back Cover					\$3,800	\$350
Outside Back Cover					\$4,100	\$350

MATERIAL SIZES	AREA	WIDTH	HEIGHT
Double Page Spread	Bleed	16.75"	11.00"
	Trimmed	16.50"	10.75"
	Live area	16.00"	10.25"
Full Page	Bleed	8.50"	11.00"
	Trimmed	8.25"	10.75"
	Live area	7.25"	10.25"
Half Page Horizontal		7.125"	4.77"
Half Page Vertical		3.46"	9.75"
Quarter page		3.46"	4.77"

* Rate for in-house design services

ISSUE	SPACE BOOKING	AD MATERIAL FOR MAKE UP	COMPLETE MATERIAL	PUBLICATION DATE
January	Nov 7	Nov 15	Nov 17	Dec 21
February	Dec 6	Dec 16	Dec 19	Jan 25
March	Jan 9	Jan 18	Jan 20	Feb 22
April	Feb 6	Feb 15	Feb 17	Mar 21
May	Mar 6	Mar 16	Mar 19	Apr 22
June	Apr 9	Apr 18	Apr 20	May 23
July	May 7	May 16	May 18	June 21
August	June 6	June 13	June 15	July 21
September	July 9	July 18	July 20	Aug 22
October	Aug 7	Aug 22	Aug 24	Sep 26
November	Sep 10	Sep 19	Sep 21	Oct 23
December	Oct 8	Oct 17	Oct 19	Nov 20