

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

## Advertising Rates & Sizes >>>

“Why do we advertise in *Western Art Collector*? Great coverage of our gallery shows, insightful editorials, excellent recaps of events, and a proven track record of collector inquiries regarding the artwork featured and advertised.”

– Scott Jones, General Manager,  
The Legacy Gallery,  
Scottsdale, AZ & Jackson, WY

AD SIZE	1X	3X	6X	9X	12X	MAKE UP*
Full Page	\$2900	\$2800	\$2700	\$2600	\$2500	\$350
Double Page Spread	\$4800	\$4600	\$4400	\$4200	\$4000	\$450
Half Page Horizontal	\$1950	\$1850	\$1750	\$1650	\$1550	\$200
Half Page Vertical	\$1950	\$1850	\$1750	\$1650	\$1550	\$200
Quarter Page	\$1100	\$1000	\$925	\$900	\$875	\$200
Inside Front Cover					\$3,500	\$350
Inside Back Cover					\$3,500	\$350
Outside Back Cover					\$3,800	\$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

## 2010/2011 Deadlines >>>

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

**WESTERN ART COLLECTOR**

7530 E. Main St., Ste. 105, Scottsdale, AZ 85251  
PO Box 2320, Scottsdale, AZ 85252-2320  
Tel: 866-619-0841 • Fax: 480-425-0724  
Email: coordinator@WesternArtCollector.com  
Website: www.WesternArtCollector.com

ISSUE	SPACE BOOKING	AD MATERIAL FOR MAKE UP	COMPLETE MATERIAL	PUBLICATION DATE
July	May 10	May 19	May 21	June 22
August	Jun 7	Jun 16	Jun 18	July 20
September	July 12	July 21	July 23	Aug 24
October	Aug 9	Aug 18	Aug 20	Sep 21
November	Sep 13	Sep 22	Sep 24	Oct 26
December	Oct 11	Oct 20	Oct 22	Nov 23
January	Nov 8	Nov 17	Nov 19	Dec 22
February	Dec 6	Dec 15	Dec 17	Jan 26
March	Jan 10	Jan 19	Jan 21	Feb 23
April	Feb 7	Feb 16	Feb 18	Mar 23
May	Mar 7	Mar 16	Mar 18	Apr 20
June	Apr 11	Apr 20	Apr 22	May 25