

AMERICAN ARTIST

AMERICAN ARTIST Online www.myamericanartist.com

Myamericanartist.com is a vibrant online artists' community attracting over 42 thousand unique users per month. We serve our readers with different mediums, beginning with oil, acrylics, watercolor, pastel, drawing, workshop and an artist forum. This site offers inspirational articles, art news, videos and instructional information that supports and nurtures the community. By advertising your products and services online you'll reach serious fine artists looking for information about art supplies and services. And you'll achieve an immediate connection with the community while building your brand's equity in the hearts and minds of the serious artist. Check out the exciting online tools that will allow you to engage, connect with and acquire new customers for your business.

Web Advertising

Target your message to passionate artists interested in what you have to sell with a dominating **leaderboard** or impactful **rectangle** ad position. Your ad appears above the fold and on nearly every page of the site including Oil, Acrylic, Watercolor, Pastel, Drawing, Workshop, Video and the new Artist's Forum section.

Each ad delivers 30,000 impressions per month in a ROS (run of site) campaign and displays your message with a burn rate consistent with daily site traffic. Monthly reporting (total impressions, click throughs and CRT rate) of each campaign allows you to fine tune your message and delivery for optimum performance.

Leaderboard Rates and Specifications*

- \$450 per month (purchased monthly in 30k packages)
- Dimensions – 728x90 pixels
- File types – GIF, JPG, SWF (Flash)
- Maximum file size – 30KB

Rectangle Rates and Specifications*

- \$450 per month (purchased monthly in 30k packages)
- Dimensions – 300x250 pixels
- File types – GIF, JPG, SWF (Flash)
- Maximum file size – 30KB



*Flash files accepted, Animation -2 loops and 15 sec maximum, click through URL 150 characters maximum

Email Newsletter Sponsorship

Every Tuesday and Thursday, the **American Artist** newsletter blog goes out to over 18,000 opt-in enthusiasts. Email is used by nearly 100% of web users typically deliver higher click-throughs than other online advertising and generates a strong ROI.

With just two ad positions available on each **Email Newsletter**, your ad will have strong visibility and not compete with many other advertisers so common on other Email Newsletters.

Leaderboard Rates and Specifications*

- \$360 per month (purchased monthly in 30k packages)
- Dimensions – 728x90 pixels
- File types – GIF, JPG
- Maximum file size – 30KB

Rectangle Rates and Specifications*

- \$360 per month (purchased monthly in 30k packages)
- Dimensions – 300x250 pixels
- File types – GIF, JPG, SWF (Flash)
- Maximum file size – 30KB

*Click through URL 150 characters maximum



Online Video Sponsorship

Place your pre-produced “video clips” on our site for maximum impact and repeated viewings. Your “video clip” can be up to 15 minutes in length, include a pre-roll commercial and be hosted on our site or linked to from a secondary provider.

- \$1,250 per month

Sponsor an instructional video “slideshow” distilled from content featured in American Artist, Watercolor, Workshop and Drawing magazines. Slideshows typically receive significant views, average 3 minutes in length and include both pre and post-roll sponsorship commercials of: 15 in length.

- \$350 per month



Due Dates and Material Submission

Please send all materials and direct all materials questions to webads@interweave.com. All ad materials must be received no later than **5 business days** prior to the start of the campaign. If a creative is delayed, Interweave cannot guarantee the campaign will start when desired and shall not be responsible to make up the lost days. If a creative is delayed by the advertiser and an email date is missed, advertiser shall still be responsible to pay for that email date as Interweave will not have time to find a replacement advertiser.

Flash Ads

If we are hosting a Flash ad, you must provide us with the actual Flash file (SWF) and a backup GIF for browsers who do not accept Flash. Also, in order for Interweave to track clicks on Flash ads, you must ensure the clickTAG variable has been properly coded in your Flash file. If the advertiser hard codes the click-through URL into the SWF file, Interweave will not be able to track clicks or report on click through rates. Interweave is not responsible for any ads that do not conform to this standard.

Contact Information

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