

2009 Media Kit

See friends

Be in the know

**Discover your
personal taste**



WWW.ARTCARDS.CC

Brings you to art

**Never miss
another show**

See great art

**Meet artists,
critics, gallerists,
& collectors**

What is Artcards?

Artcards is a digital publication that brings influential art world players to art shows and events. Known as a trusted source for art openings and must-see shows, Artcards activates a highly engaged audience.

Since 2005, Artcards has published over 8,000 art events and our audience has grown to count on our comprehensive listings. Artcards is like having a personal art advisor who sifts through hundreds of press releases to give you one in-depth snapshot of the scene and a comprehensive list of what's happening.

Where & How?

Artcards is currently active in:

New York
San Francisco
Los Angeles
Miami

Coming soon to:

London
Paris
Berlin
Philadelphia
Barcelona
Washington DC
Boston
Chicago
Tokyo

Weekly Email Updates

Each week, the Artcards Email Update is delivered to our active subscribers with a local editor's synopsis of the week and highlights, along with a complete list of the week's art events in your city.

iPhone Application

The only one of it's kind, the Artcards iPhone App enables you to find ongoing shows and current events near you while you are on the go.

Daily Website

Clear and comprehensive, the Artcards Website is where our audience checks daily for updates and when they are planning to visit galleries.

Email Update



iPhone App



Website



Does Artcards Reach Your Target Audience?

The typical Artcards reader has an above average interest in art and wants to go out and see art. The mission of Artcards is to bring viewers to art — this means we encourage and enable readers to take part in the art world and go out to see it whenever possible.

46% percent of Artcards readers consider themselves artists
23% are critics, curators, or collectors
5% are gallerists

On average, readers go out to see art shows at least two times per month.
75% like to go out to shows with at least one friend.
60% have been to a museum in the last 6 months.
50% often go out to a restaurant or bar after art openings.
31% have art related degrees (BA, MFA).

All in all, Artcards readers show up to art events they know about and they are influential in bringing their friends since they are known to be in the know about art.

Email Update Sponsorship

Be at the very top of mind with an ad at the top of the Artcards weekly email. There is only one sponsor per email and it is placed well above the fold, so readers see it first. It is more effective than a dedicated email since you know our readers will open it, and it will be the first image they see.

Email sales@artcards.cc for rates.

Specs: 90 x 400 pixel image (.GIF or .JPG), link to your website, & 20 words of copy

ARTCARDS New York weekly update

Artcards brings you to art

April 14, 2009

Sponsor:



Outlook

Editor's intro gives a summary of the week. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl

Carded Shows

Saturday:

+ Lecture: "The Neuroscience of Language and Certainty" Kenneth Perrine, followed by discussion with Arani Bose at Bose Pacia Gallery

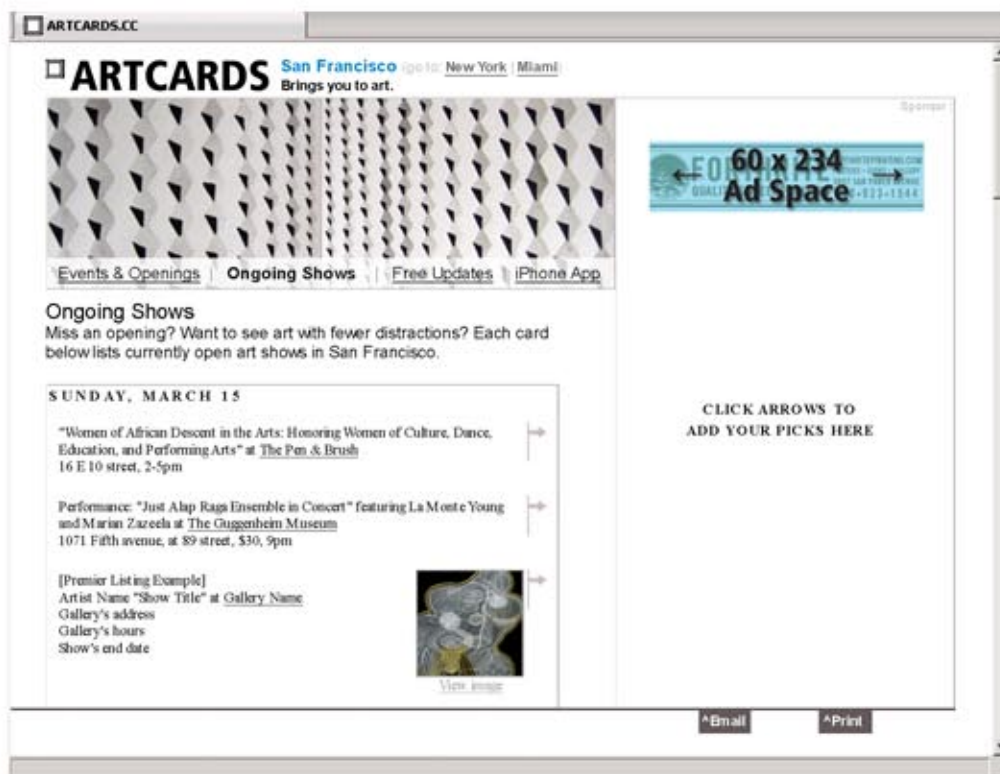
+ "End of the Waste World" at Secret Project Robot

Website Sponsorship

Ever present on the website, even as the user scrolls through the page, have your ad positioned alongside Artcards content. Readers frequent the site daily and most often when they are planning to go out. It's the perfect time to get noticed. Only one ad is displayed per page.

Contact sales@artcards.cc for rates.

Specs: 60 x 234 pixel image (.JPG, .GIF, or .PNG), and link to your website



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