

2010 Online Advertising Kit

Average Monthly Traffic

Average Visits	9,869
Unique Visitors	5,706
Page Views/ Impressions	56,609

AppliedArtsMag.com, completely revamped in February 2010, offers a robust range of inspirational content, tools, news, and resources. Our blog *Applied Arts Wire*, delivers daily content, keeping our audience in the loop on key industry happenings and the hottest work. Original articles, opinion pieces from industry personnel and mini-profiles on artists and agencies make appliedartsmag.com the industry's online hub.

Applied Arts Extra

Our bi-monthly newsletter boasts an engaging mixture of news, inspirational images and ideas, a listing of must-attend events, and up-to-the-minute industry news, plus much more. Monthly packages, including a minimum of 2 deployments, are offered.

AppliedArtsPortfolios.com

Linked to our very popular website, AppliedArtsPortfolios.com connects artists to potential clients. This resource helps designers, art directors and art buyers search for great commercial talent. Photographers and illustrators are invited to post their portfolios showcasing their latest work, style and specialties. Contact Charlotte Beckett at 416-510-0909, ext. 30 or charlotte@appliedartsmag.com

Advertising Sizes

Ad Format	Width x Height (pixels)
Leaderboard	728 x 90
Square	300 x 250
Leaderboard 2 (Portfolios)	629 x 90
Small Square (Portfolios)	130 x 130
Banner (AA Extra)	356 x 55
Button	120 x 90

Ad Specifications:

AppliedArtsMag.com and AppliedArtsPortfolios.com

- Supply ad as a GIF file, JPEG or Animated GIF. (Please note: Animations should be set to stop looping after 3 times)
- Provide URL/link.
- FLASH is acceptable. (Please note: URL/link must be embedded within the flash ad)

AA Extra

- Supply ad as a static ad, GIF file or JPEG.
- Animated GIFs are acceptable. Animations should be set to stop looping after 3 times.
- Provide URL/link



Canada's Visual
Communications
Magazine

2010 Online Rates (effective Jan to June 2010)

Applied Arts Magazine

18 Wynford Drive, Suite 705,
Toronto, Ontario, Canada M3C 3S2
Tel: 416-510-0909
Fax: 416-510-0913
Web: www.appliedartsmag.com

Rosetta Heckhausen
Tel: 416-510-0909, ext. 26
rosetta@appliedartsmag.com

Central/Western Canada & U.S.
Charlotte Beckett
Tel: 416-510-0909, ext. 30
charlotte@appliedartsmag.com

Quebec/Eastern Canada
Gisela Stephany
Tel: 514-497-2884
stephig@videotron.ca

Advertising sold in monthly intervals and are in net dollars.

Home Page	1X	3X	6X	12X
Leaderboard	1000	900	800	700
Square	1000	900	800	700
Button ad	500	450	400	350

Editorial Pages

Leaderboard	1000	900	800	700
Button ad	500	450	400	350

AA Extra Newsletter

Banner	750	675	600	525
Button ad	500	450	400	350

Awards Pages

Leaderboard	1000	900	800	700
Square	1000	900	800	700
Button ad	500	450	400	350

AppliedArtsPortfolio.com

Leaderboard 2	800	720	640	560
Small Square	400	360	320	240

Artists Portfolio Packages

Contact sales rep for details

Creative Careers

\$100 per 100 words for a one month duration