



Applied Arts

Canada's Visual
Communications
Magazine

2011 Online Advertising Kit

Average Monthly Traffic

Average Visits	24,869
Unique Visitors	15,706
Page Views	160,571

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

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Charlotte Beckett

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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.

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)
- Maximum file size is 40KB

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
- For GIF, JPEG or animated GIF,

Expandable Ads (AppliedArtsMag.com only)

- Leaderboard expands downwards to 728 x 180
- Square expands to 500x250
- Maximum file size for landing page 40 KB, expanded page 80 KB
- User Initiated on click or roll over
- Expands up to 15 seconds
- User control, must include a "Close X", located on edge of original (non-expanded/expanded) unit



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2011 Online Rates & Specs

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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

Awards Pages

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

EXPANDABLE ADS: [Leaderboard and Square] 50% premium charge

AA Extra Newsletter

Banner	750	675	600	525
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

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