

**ADVERTISING AND RATES PACK
2012/2013 FINANCIAL YEAR
VALID ONLY UNTIL 31ST MARCH 2013**

Background

ARTNOT is an arts, craft and culture listings guide that is effective and dynamic with widespread distribution - stocked by 90 outlets in Nottingham. Established in 2009 by two local artists, it has become a cornerstone in the local arts community; benefitting over 31,000 people during 2010. With support from the Arts Council during 2011/2012 it is on target to reach over 60,000 this year. There are 6 editions a year with 10,000 circulation per edition – each publication is free of charge to the reader.

Today the role of ARTNOT is as important as ever – it brings an objective, accessible voice to local arts and cultural events, stimulating the local scene and bringing information to a large market segment that would otherwise find the information difficult to locate or access. Each edition brings together listings from dozens of different sources into one easy to read publication. The bi-monthly leaflets are distributed free of charge via the printed publication, monthly emails and soon the ARTNOT website – artnot.co.uk – which benefits from a connection to www.nottinghamvisualarts.net The publication has local and high profile contributors each edition, meaning each publication is a one off - featuring illustrations, images and information that cannot be accessed elsewhere.

If your company is involved in culture, social activities, sustainability or the arts and is looking for advertising or cross promotional opportunities to reach men and women of late teens and upwards in the Nottingham area then the ARTNOT publication or website is the ideal location.

Advertising Opportunities

1. ONE PANEL, FULL BLACK AND WHITE PAGE PLACEMENT

This provides an easy way to access the ARTNOT audience: with a full-page panel placement in black and white, produced as per your own artwork.

1 placement for 1 bi-monthly issue= £300

2. BLACK AND WHITE LOGO ON INSIDE MAP PAGE WITH MAP REFERENCE

This provides an easy way to access the ARTNOT audience, directing them to your business' location on the map. 4 spaces are available per Issue.

1 Logo for 1 bi-monthly issue = £50

3. SPONSOR A THEMED ISSUE

Sponsor one issue of Artnot and the theme and content of the issue will be tailored to your company or organization as per your own design specification. The issue will also feature one full panel advert and logo on the cover with the option of a full colour.

Sponsorship of 1 bi-monthly issue = £1000

4. WEB ADVERTS

We can now offer the opportunity of advertising through the newly developed Artnot website. This is the new home for all Artnot submissions, therefore providing guaranteed visibility from not only visitors to the site but all of the arts venues in Nottingham. There are two re-occurring ad's displayed at the bottom of every webpage. Full colour Advert size: 350 pxls x 120 pxls. This is a new service, please contact us for details.

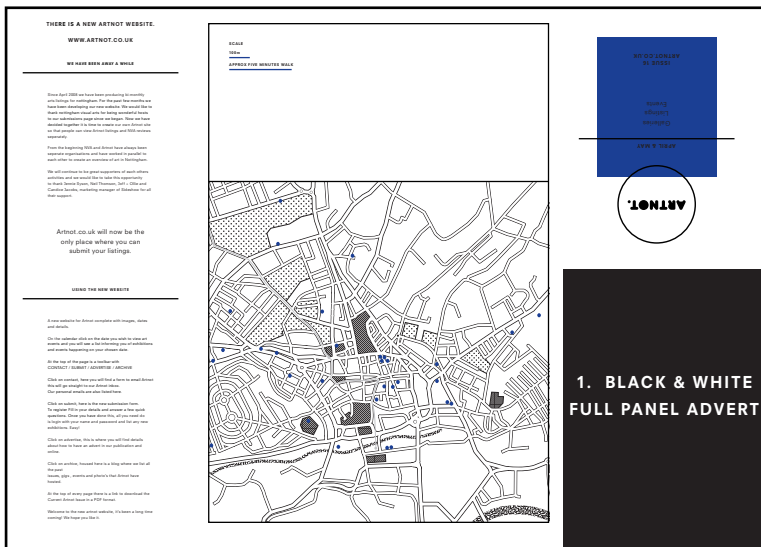


FIG 1. FULL PANEL ADVERT PLACEMENT ON THE BACK PANEL OF THE ISSUE.

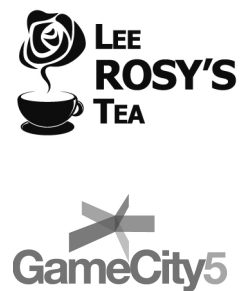


FIG 2. SCALED UP EXAMPLE BLACK AND WHITE MAP LOGOS

Details

FILE FORMATS

Publication artwork should be supplied in TIF, JPG or PDF formats at 300dpi. Full panel size is 175 mm x 250 mm.

PAYMENT TERMS

All payments should be made within 31 days of booking – your agreement to commission advertising space is taken as agreement of the terms, conditions and prices within this document. All payments must be received promptly by bank transfer.

HOW TO BOOK

To book or to discuss future opportunities then please contact: Dominique or Charlotte at info@artnot.co.uk.

ISSUE

April / May
June / July
August / September
October / November
December / January
February / March

DEADLINE

10th March
10th May
10th July
10th September
10th November
10th January