

2017-2018: GALLERIES MOVES TO SEASONAL EDITIONS

May 26, 2017

GALLERIES

a guide to Washington
Baltimore metropolitan
area art spaces

2017-2018 Season

CONTACT US SOON

Make Reservations for Front
and Back covers for 2017-18

**FALL, WINTER, SPRING
AND SUMMER**

Just four front and four back covers !

Please make reservations early

6504 ALLEGHENY AVE
TAKOMA PARK, MD 20912

Tel: (301) 270-0180

galleriesmag@hotmail.com
www.galleriesmagazine.com

To the Greater Washington/Baltimore metro area art community,

PLEASE JOIN US AS WE MAKE A SIGNIFICANT CHANGE FOR THE COMING SEASON. GALLERIES MAGAZINE WILL BE PUBLISHED SEASONALLY: THAT IS, FOUR TIMES ANNUALLY, WITH FALL, WINTER, SPRING AND SUMMER EDITIONS.

FOUR EDITIONS WILL CONTINUE TO INCLUDE ALL GALLERY INFORMATION AND ADVERTISING, THREE MONTHS AT A TIME, AS THE SUMMER EDITION HAS DONE.

DEADLINES WILL BE: Early **AUGUST** for **FALL** (September, October, November); Early **NOVEMBER** for **WINTER** (December, January, February); Early **FEBRUARY** for **SPRING** (March, April, May); Early **MAY** for **SUMMER** (June, July, August.)

THERE WILL BE A LARGER PRINT RUN FOR EACH EDITION. LOOK FOR A Re-DESIGN IN YOUR FALL ISSUE.

Print listers will continue appear on our website at www.galleriesmagazine.com as a standard benefit of their annual listing contract. Print edition ads and images will also appear on the site with no additional charge. The website will be maintained continuously, despite the change in our print edition schedule. Web only images and ads are 50% of print prices.

We now also feature a mobile app for galleries magazine, which can be downloaded on cell devices via google play.

The cost of an annual listing in the **FOUR print issues from FALL 2017 through Summer 2018 will be \$395**, in 1/2 installments if requested. Display ad and image prices will continue to be the same this season as recently; please consult the rate sheet for details re print edition pricing.

With many thanks for your time and attention, and our best regards,

Reid Baron, *Publisher & Managing Editor*

galleries magazine ad rates

September 2017 thru Summer 2018

GENERAL INFORMATION

- Circulation is 3,000/edition to hotels, art galleries & subscribers
- Galleries may begin listing at any time during the season on a pro-rated basis
- Listing information should be sent one month ahead of issue date
- Make ad reservations, e-mail images with captions one month in advance
- Ads not requiring set-up (.pdf format), due 3 weeks ahead of issue date
- **Please ask about discounted rates for multiple ad insertions**

E-mail all listings, image, art files to galleriesmag@hotmail.com

Questions to Reid Baron (301) 270-0180

Mail:

6504 Allegheny Ave
Takoma Park, Md, 20912

website: www.galleriesmagazine.com

To send an image via e-mail: send a 300 ppi jpeg file, cmyk, change color art to grayscale for b & w.
E-mail to: galleriesmag@hotmail.com.

GALLERY LISTINGS

A LISTING IN YOUR APPROPRIATE GEOGRAPHICAL LOCALE INCLUDES:

- number on map, listing copy
- receptions in openings section
- 60 galleries copies per edition
- 50 area hotels receive 30 copies/edition

FALL 2017 thru SUMMER 2018, \$395

WEB ONLY LISTING AT \$195 ANNUALLY

DISPLAY ADVERTISING RATES

Full Page	(4 1/2" x 7 1/2")	\$ 645.00
1/2 Page	(4 1/2" x 3 1/2")	\$ 355.00
vertical	(2 1/8" x 7 1/2")	
1/4 Page	(2 1/8" x 3 1/2")	\$ 225.00
horizontal	(4 1/2" x 1 3/4")	

Image with caption: b/w \$105, color \$150

WEB ONLY INSERTIONS @ 50%

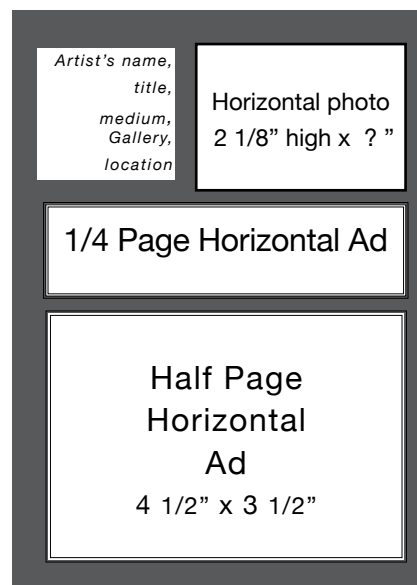
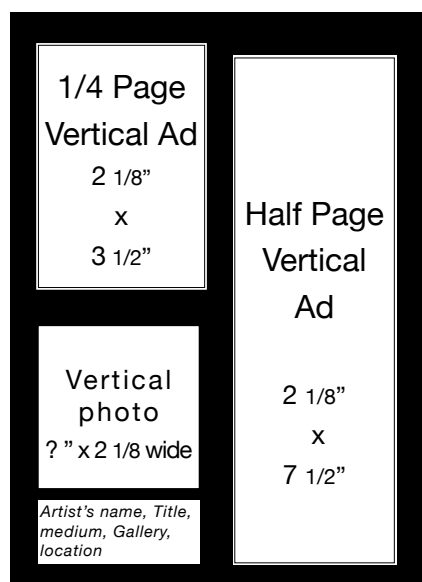
COVER SPACES: COLOR RATES

FRONT COVER	\$ 775.00
BACK COVER	\$ 675.00

Cover spaces are available by reservation; in advance advised.

GALLERIES

AD SPECS, DEADLINES



- Photo with caption is roughly the size of a 1/4 page ad
- The outside dimension of *galleries* (full page bleed) is 5 3/8" x 8 3/8"
- See rate sheet for all prices

Classified ads
are \$2.50 a word
(includes a ruling box around)

2017 ISSUE DEADLINES

Aug 10 for the FALL (Sept, Oct, Nov) 2017 issue

Nov 10 for the WINTER (Dec, Jan, Feb) 2017 issue

2018 ISSUE DEADLINES

Feb 10 for the SPRING (March, April, May) 2018 issue

May 10 for SUMMER (June, July, Aug) 2018 issue

SUBMIT MATERIAL

- One month ahead of issue DEADLINE date, AS ABOVE.
- Ad files can be received as late as the 10th of deadline month when a reservation is made, please send as pdf.
- E-mail images saved as follows: send 300 ppi jpeg; cmyk color to: galleriesmag@hotmail.com.
- Questions can be answered by Reid Baron at (301) 270-0180.