

myWAG Advertising Rates 2011/12

The WAG is the preeminent gallery in Manitoba, and the sixth largest in Canada. *myWAG* (formerly *Tableau*) is our main communications tool that is sent to members, artists, national galleries, media, sponsors, and partners. And of course we distribute hundreds of copies to our paying public who visit the Gallery.

With the introduction of a new WAG brand in 2009 *myWAG* has seen exciting changes and continues to evolve with each edition. *myWAG*, typically 24 pages, is of exceptional quality in terms of design and print. Between 7,000 and 9,000 are sent out three times a year. Because *myWAG* covers four months of WAG exhibitions and programming, it is read repeatedly during that time by friends and family in the recipient's household.

For the First Time EVER!

Businesses and associations can now purchase ads in *myWAG*! We are very pleased to offer advertising, particularly to sponsors and partners whose shared values and audiences have contributed to our own success. The decision to offer advertising contributes to a culture of financial responsibility and shows our eagerness to share communications with our partners.

Rates

As an institution committed to excellence in the visual arts, all of our ad prices include full colour. The WAG offers ad discounts for charities and sponsors.

Technical Requirements

- Black and white or 4-colour process
- Minimum resolution: 300 dpi
- 1/8 inch bleed

Preferred Art Formats

- 1 Press ready PDF (PDF/X-1a), emailed to hmousseau@wag.ca
- 2 JPEG or TIFF, emailed to hmousseau@wag.ca

Advertisement Size	1 issue	2 issues (10% off)	3 issues (20% off)
Quarter Page 4 inches wide by 4.5 inches high (+ 1/8 inch bleed)	\$500	\$450	\$400
Half Page (horizontal) 8 inches wide by 4.5 inches high (+ 1/8 inch bleed)	\$900	\$810	\$720
Half Page (vertical) 4 inches wide by 9 inches high (+ 1/8 inch bleed)	\$900	\$810	\$720
Full Page 8 inches wide by 9 inches high (+ 1/8 inch bleed)	\$1,700	\$1,530	\$1,360

See page 3 for sample sizes.

Book your ad—email hmousseau@wag.ca or call 786.6641 ext 211

Estimated *myWAG* Schedule 2011/12

Issue	Booking deadline	Submission deadline	Publishing date
Spring/Summer March, April, May, June, July, August 2011	Mon Nov 15	Mon Dec 6	Fri Feb 18
Fall September, October, November, December 2011	Mon May 30	Mon June 20	Fri Aug 24
Winter January, February, March, April 2012	Mon Oct 10	Mon Nov 7	Wed Dec 21

8" x 9"

4" x 4.5"

4" x 9"

4.5" x 8"