

Rate Card — Revised Dec. 4, 2011
No price changes.

**IFVA Rate Card For 4 Color Advertisement Space
Per Triannual Magazine Issue — Limited Space Available**

Magazine Page Sizes:	Standard Ad Price Per Mag. Page:	Mag. Ad Sizes:	50% Discount Rate For Jan. - Febr. - March - April - May Issue 6:
Inside Front Cover & Facing Page; and Inside Back Cover & Facing Page (Full Only)	\$3,200.00	Trim Size: 8.50" W x 10.75" H	Discount not available this issue.
Interior Full Pages	\$2,412.30	Trim Size: 8.50" W x 10.75" H	\$1,206.15
1/2 Page	\$1,266.46	Trim Size: 8.50" W x 5.375" H.	\$ 633.23
1/4 Page	\$ 677.41	Size: 4.25" W x 5.375" H	\$ 338.71
1/8 Page	\$ 338.71	Size: 4.25" W x 2.875" H	\$ 169.35
Back Cover (Full Only)	\$3,412.30	Trim Size: 8.50" W x 10" H	Discount not available this issue.
<p>Button Ads for IFVA's Website Only: 1 button ad to reside at IFVA's website: www.inframevisualarts.com. Button ad size: 120 x 90 pixels at 52 resolution. Placement of button ad is at the discretion of IFVA. Price: \$50.00 per month or \$175.00 for a 4-month duration (in conjunction with each new issue release).</p>			

Submission Information:

- Magazine advertisement design requirements: 300 dpi; CMYK; JPG or TIFF.
Ad labeling example: companyname-adsizes.jpg
- Payment: Due with advertisement submissions.
- Advertisement deadline: Please see "Submissions".
- Submit to: contact@inframevisualarts.com.
- Advertisement design services: Available.

Circulation:

- The magazine is always available on-line either to view for FREE (in flipbook form) and/or to purchase in a high-gloss hard copy form, which can be purchased (and shipped worldwide) at IFVA's webpage at MagCloud: <http://www.magcloud.com/browse/Search?q=ifvisualarts>.
- An In Frame Visual Arts' banner ad is placed on various newspapers' websites around Virginia (but not limited to) to drive traffic to IFVA's website.
- Periodic drawings/contests are conducted online, to entice viewers to the website.
- ONLY when funded, our FREE newspaper print version: 3,000 to 5,000 copies are distributed throughout Lynchburg, Martinsville, and Danville. With a readership of an estimated 7,500 to 12,500. Please feel free to inquire about this free version.
- In Frame Visual Arts' website, www.inframevisualarts.com, is updated often. A visitor counter is visible for all to see.
- IFVA can be followed on Facebook, listed as "In Frame Visual Arts Magazine" and Twitter listed as "Ifvisualarts".