
Arts & Médias

Media Kit and Advertising Offering

Updated June 4th, 2021

Website: <https://arts-et-medias.net>

Twitter: https://twitter.com/arts_et_medias

Email: info@arts-et-medias.net

**Media Art is a
branch of Contemporary Art
which uses technology as matter,
and as subject matter.**

Touches Many Subjects

Appropriation, Telepresence,
Collaboration, Surveillance, Open
Sourcing, Communication, Intervention,
Computer Art, Identity, Hacktivism,
Cyberpunk, Transhumanism, etc.

“Traditional” Subjects Still Relevant

Artistry, Sexism, Capitalism, Self
Representation, Colonization, Self
Expression, Community, Relations Of
Power, Cultural Appropriation, Racism,
Family, Love, Feminism, Emotions, etc.

Mission

**Obtaining Media Art info
is currently tedious:**

**Few features in magazines;
Unmaintained academic websites;
Experimental interfaces...**

Nothing great for discoverability.

***Arts & Médias* references
critical content and resources
about Media Art.**

A Curated Open Platform

- Website code is open sourced
- Crowd-sourced suggestions
- Additions hand-picked to ensure they align with the mission

Not a Competitor to Existing Media

- Promotes existing structures and outlines relationships between them
- References existing content, which provides backlinks

***Arts & Médias* is young,
but is growing fast
and is quickly becoming
the reference for artists,
afficionados, and academics
concerning Media Art
news and critical content.**



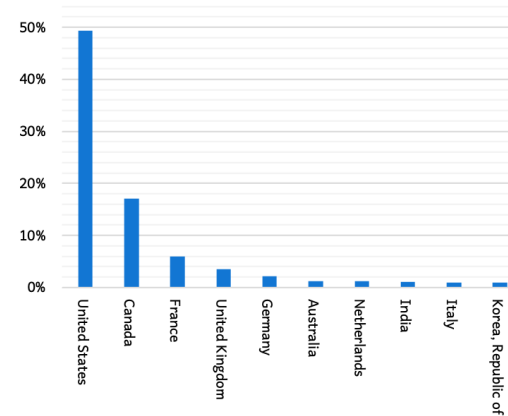
1500+ page views per month



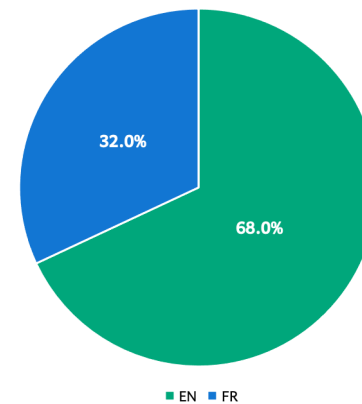
1200+ unique visitors per month

Analytics data obtained from PrivacyStats
for the period of Jan. 1st to May. 31st 2021

Distribution of country of origin
of unique visitors
per month



Distribution of language
for unique visitors*



* Based on language of page visited

Tons of referenced content already.

**Content in two languages (EN, FR)
with plans to expand
to other languages.**

-
- **230+ Articles**
(news, essays, critiques, etc.)
 - **80+ Books**
(monographs, art history, proceedings, etc.)
 - **50+ Events**
(festivals, conferences, workshops, etc.)
 - **20+ Projects**
(installations, projection mapping, etc.)
 - **450+ People**
(artists, educators, authors, etc.)
 - **180+ Organizations**
(galleries, universities, maker spaces, etc.)
 - **60+ Media**
(magazines, websites, blogs, newsletters)
 - **50+ Academic Programs**
(undergrad, grad, postgrad)

**Just like it does for its content,
Arts & Médias curates
the advertising it hosts.**

**This means advertising
presented to visitors
is highly relevant to them.**

Highly Targeted and Efficient

- *Art & Médias*' audience is very niche, which means you already know who you are targeting.
- Ads are not blockable as they are embedded in the website code.

Respectful of Users' Privacy

- Ads are not served based on an algorithm which data-mines users.
- GDPR-compliant: no cookies used.

Advertising Offer — Rates

		Main		Secondary	
		CAD / Month	CAD / 3 × Months	CAD / Month	CAD / 3 × Months
Home	Leaderboard	\$24.50	\$55.00	\$20.00	\$45.00
	Banner	\$20.00	\$45.00	n/a	n/a
Subject Page	Leaderboard	\$22.15	\$45.00	\$18.25	\$40.00
Content Types Index Pages	Leaderboard	\$22.50	\$50.00	\$18.95	\$42.50
	Banner	\$18.50	\$40.00	n/a	n/a
Content Types Details Pages	Leaderboard	\$22.15	\$45.00	\$18.95	\$42.50
	Banner	\$18.50	\$40.00	n/a	n/a
Global	Leaderboard	\$20.00	\$45.00	\$16.00	\$35.00
	Banner	\$17.50	\$35.00	n/a	n/a

- Prices shown above are valid until July 31st, 2021.
- Prices are in Canadian dollars (CAD).
- Clients outside of Canada are not subject to Canadian sales taxes.
- Clients in Québec are subject to the QST and to the GST.
- Clients in Canada outside of Québec are only subject to the GST.

More details on following page →

Advertising Offer — Additional Details

Content Types Templates

Arts & Médias is structured by content types. As such, each type has an index template and a details template.

Each content type can host a main and a secondary leaderboard, and a few banners. Each type is independently available as a target for you to advertise.

Advertising on a type will apply to all its index and details pages.

Below is the list of content types:

- articles
- books
- events
- projects
- academic programs
- media
- organizations
- people

Pages

Global Pages

Templates that are a bit more generic, e.g. the *About* or the *FAQ* pages.

Leaderboards are visible on those pages.

Banners are visible on the same pages, plus the subject pages.

Advertising on global pages and content applies to all the content at the same time.

Subject Pages

Featured content pages, e.g. *Discover*, *Participate*, *Visit*, *Read*, and *Learn* pages.

Each subject page is independently available as a target for you to advertise.

Self-Restraint

In order to not induce ad-fatigue in users, advertisers may not purchase both the main and the secondary leaderboards, or more than one banner per template.

Banner Sizes and Placement — Home Page

Available Banner Spaces

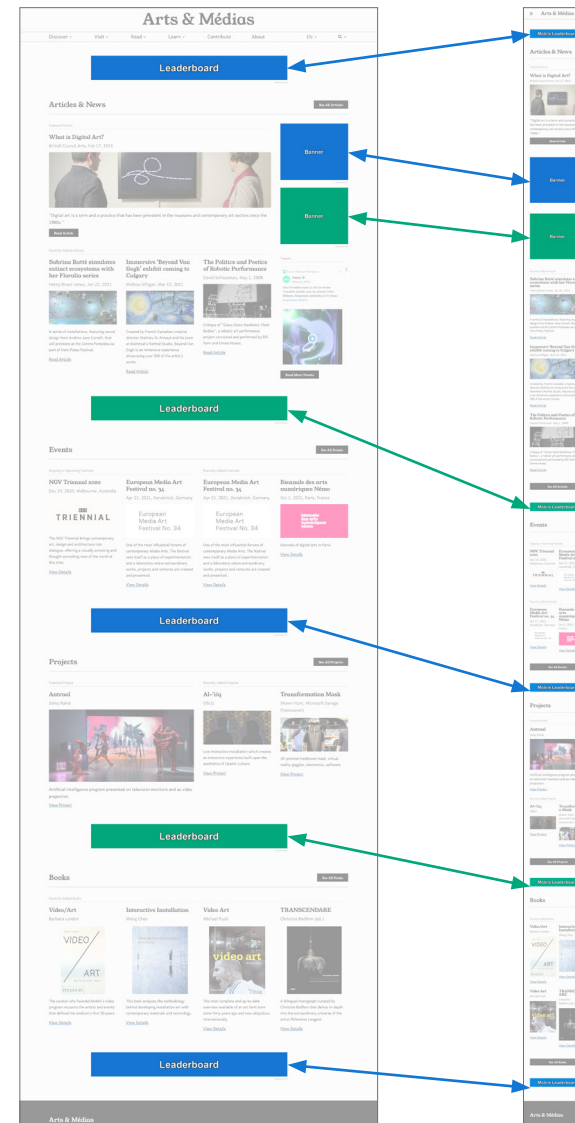
Leaderboards

- Main (blue)
- Secondary (green)

Leaderboards alternate from the top until the end of content.

Banners

Two (2) Banners



Banner Sizes and Placement — Subject Page Template

Available Banner Spaces

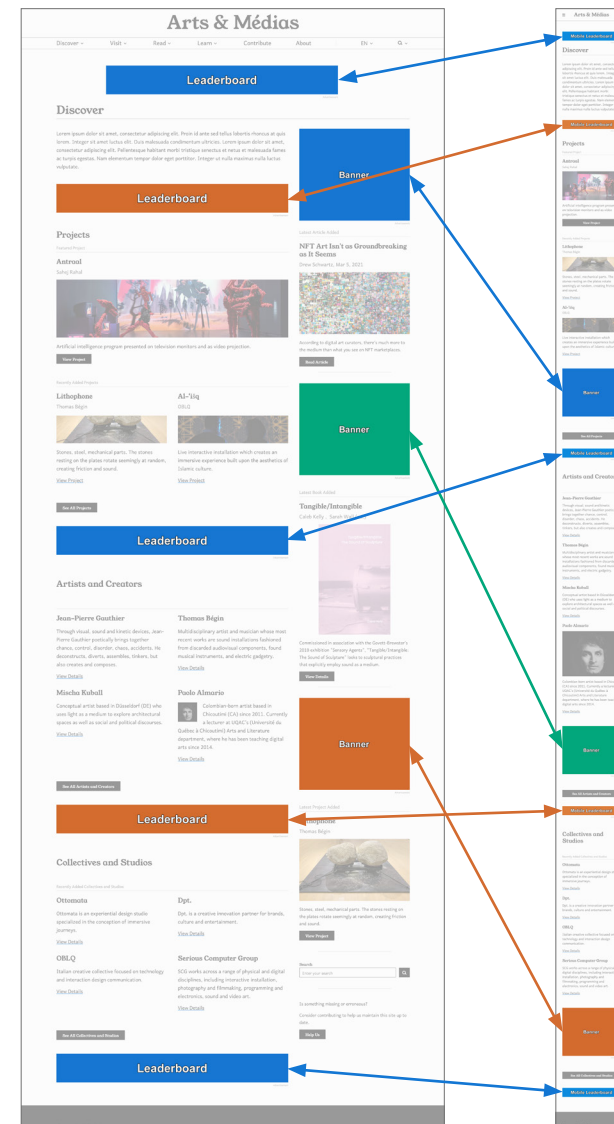
Leaderboards

- Main (blue)
- Secondary (green)

Leaderboards alternate from the top until the end of content.

Banners

Three (3) Banners



Banner Sizes and Placement — Content Type Index Template

Available Banner Spaces

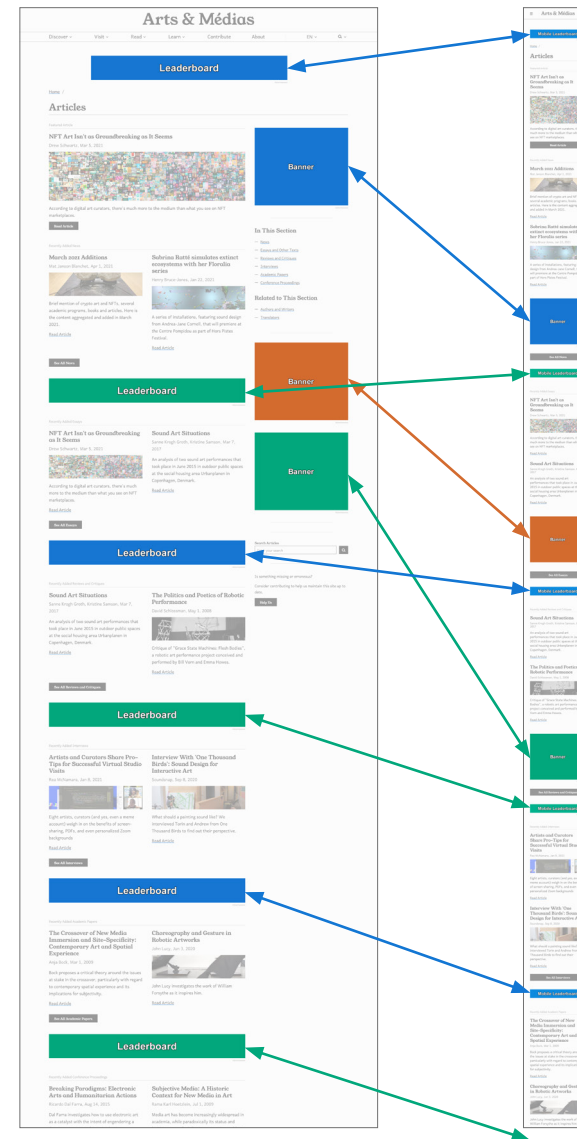
Leaderboards

- Main (blue)
- Secondary (green)

Leaderboards alternate from the top until the end of content.

Banners

Three (3) Banners



Banner Sizes and Placement — Content Type Details Template

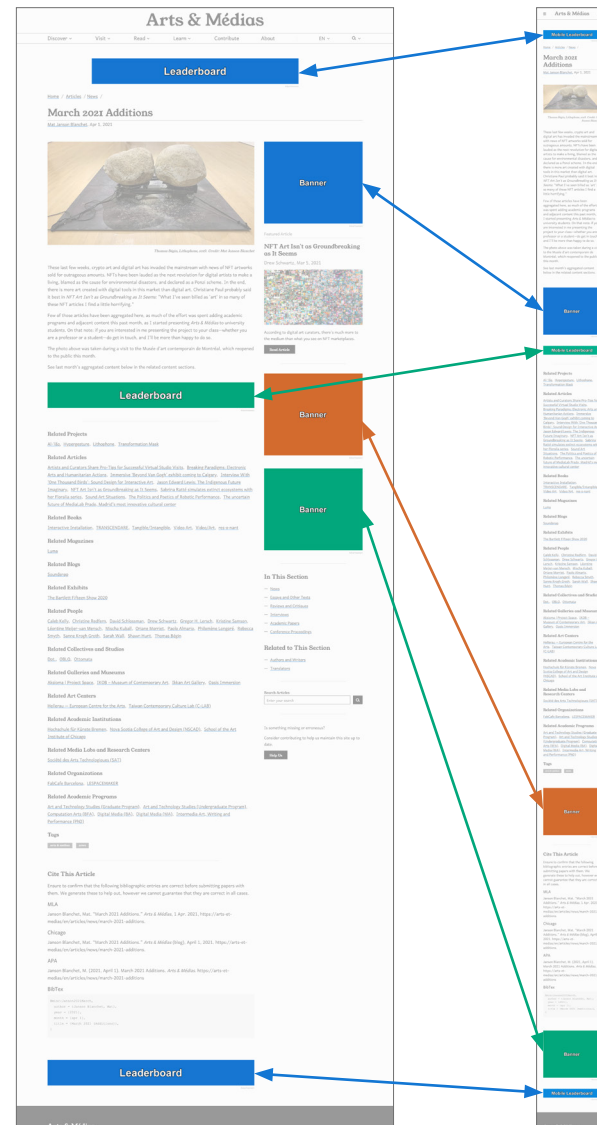
Available Banner Spaces

Leaderboards

- Main (blue): top and bottom of page
- Secondary (green): middle of page

Banners

Three (3) Banners



Banner Sizes and Placement — Global Content Template

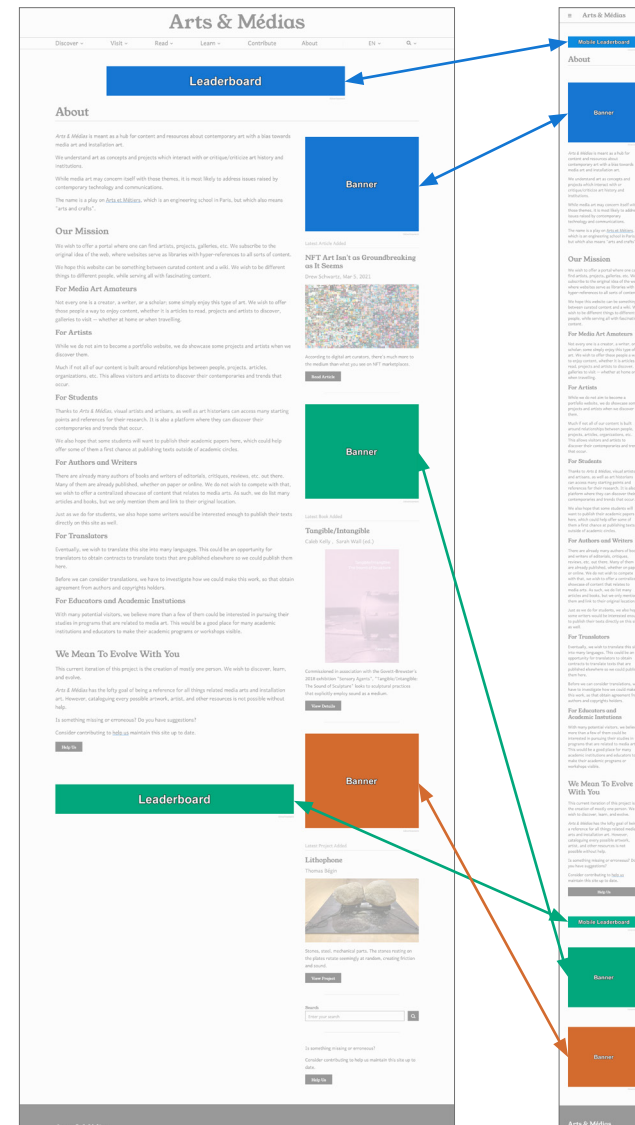
Available Banner Spaces

Leaderboards

- Main (blue)
- Secondary (green)

Banners

Three (3) Banners



Banner Specs — Leaderboard

Leaderboard

Mobile Leaderboard

Deliverables

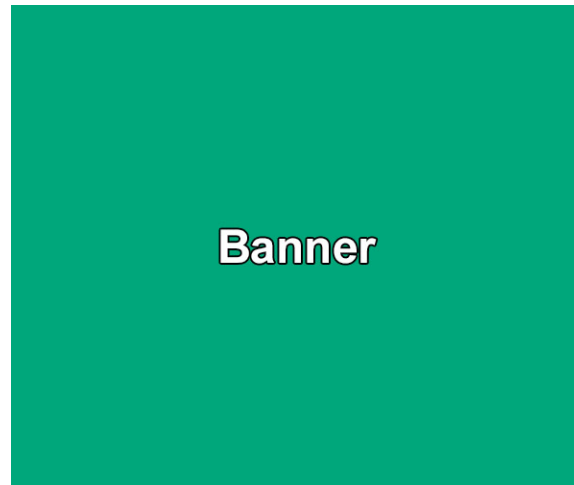
- Desktop: 1280px × 158px
- Mobile: 640px × 100px
- File Type: JPG or PNG (static)
- File Size: 50kb (max, each)
- URL: Target URL
- Alt text: Description of image

Notes

Leaderboards are fitted automatically for all large screens (tablet and above).

At mobile, leaderboards are replaced with mobile leaderboards.

Banner Specs — Banner



Deliverables

- Dimensions: 600px × 500px
- File Type: JPG or PNG (static)
- File Size: 50kb (max)
- URL: Target URL
- Alt text: Description of image

Notes

Banners are fitted automatically for all breakpoints (mobile, tablet, desktop)

Policies and Terms

Arts & Médias content and production are managed by *Arts & Médias Publishing*, further referred to as “the publisher”.

Acceptance of any advertisement on *Arts & Médias* is at the sole discretion of the publisher.

All copy and graphics are subject to the publisher’s approval.

Terms

Advertisers and their agencies have dual liability to the publisher in the event of non-payment for advertising. The agency is responsible for the client, and vice versa, notwithstanding any statements to the contrary on agency or advertiser insertion orders or contracts.

Account Payment

The publisher’s invoices are payable upon receipt.

Errors

In the event of an error in the advertisement that is the fault of the publisher, the maximum liability of the magazine is limited to the space charge.

In this event, the advertiser is responsible for mentioning the issue to the publisher as quickly as possible. The contract will be extended for one week and the total contract price will remain the same.

Liability

In the case of a lawsuit by any party against or enjoining the publisher, relating to a given advertisement (including, but not limited to, libel, copyright infringement, defamation of character or plagiarism), the given advertiser and/or its advertising agency shall fully indemnify the publisher from all costs, damages and demands.