THE INTERNATIONAL
EXPOSITION
OF CONTEMPORARY
& MODERN ART

**17-20
SEPTEMBER
2015**

CHICAGO | NAVY PIER

expochicago.com

2015 MEDIA KIT

EXPO CHICAGO/2015

EXPO CHICAGO, the International Exposition of Contemporary & Modern Art, takes place each September at historic Navy Pier. Now entering its fourth edition, EXPO CHICAGO/2015 will present leading galleries and programming to national and international art collectors, professionals and the general public.

In 2014 the exposition hosted 140 leading galleries from 43 cities, representing 17 countries from around the globe. Galleries at the exposition presented museum-quality masterpieces alongside cutting-edge work made by emerging artists, driving attendance to over 32,500 visitors. Additionally, an unprecedented number of Chicago's museums, non-profit organizations and galleries aligned their major exhibitions with the exposition, making the city a must-visit destination on the international arts calendar.

Advertising with EXPO CHICAGO connects your organization to a diversely professional, highly educated and affluent audience who enjoy high-end experiences in dining, travel and entertainment provided by top luxury brands.

Reach the EXPO CHICAGO audience through:

	DISTRIBUTION
• **EXPO CHICAGO/2015 Catalogue**	5,000
• **EXPO CHICAGO/2015 Newcity Guide**	100,000
• **EXPO CHICAGO/2015 Directory**	30,000
• **THE SEEN | Chicago's International Online Journal of Contemporary & Modern Art**	30,000+
• **THE SEEN | Issue 01 Print Publication**	10,000

EXPO CHICAGO/2015
Newcity Guide

The Official City Guide is free and distributed at all participating cultural institutions and other relevant locations throughout the city; is inserted into the complete press run of Newcity in a September edition; is inserted in the Chicago distribution of the Sunday New York Times; and is available on-site during the exposition at Navy Pier.

Distribution: 100,000

Space Reservation: July 31
Material Due: August 10

FULL PAGE

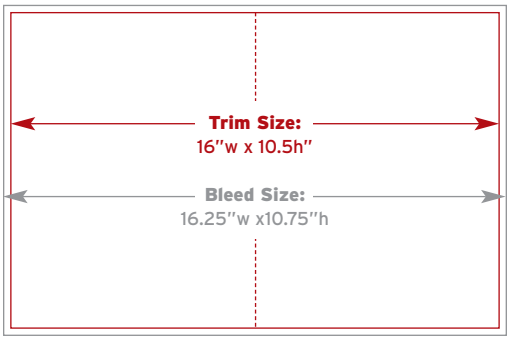
1/3 PAGE HORIZONTAL

FULL PAGE

EXPO CHICAGO/2015
Newcity Guide Specs

EXPO CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015
NAVY PIER

Ad Sizes
Dimensions in Inches



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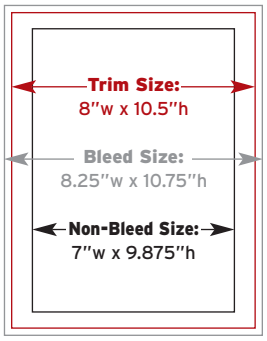

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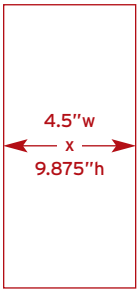

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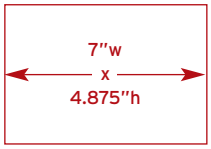

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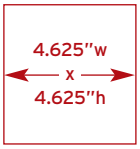
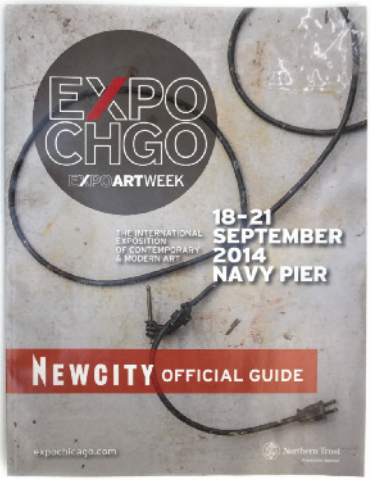


1/3 PAGE
HORIZONTAL

1/3 PAGE
VERTICAL

1/4 PAGE



Spread
16 inches wide x 10.5 inches tall, full bleed.
Pull bleeds an additional .125″ on all sides **$7,288**

Full page
8 inches wide x 10.5 inches tall, full bleed.
Pull bleeds an additional .125″ on all sides
(Non-bleed dimensions 7 inches wide x 9.875 inches tall) **$4,050**

2/3 page
4.5 inches wide x 9.875 inches tall **$3,375**

1/2 page
7 inches wide x 4.875 inches tall **$2,550**

1/3 page
Horizontal: 4.625 inches wide x 4.625 inches tall.
Vertical: 2.25 inches wide x 9.875 inches tall **$1,800**

1/4 page
3.375 inches wide x 4.875 inches tall **$1,463**

Back Cover
8 inches wide x 10.5 inches tall, full bleed.
Pull bleeds an additional .125″
(Non-bleed dimensions 7 inches wide x 9.875 inches tall) **$5,850**

Inside Cover
8 inches wide x 10.5 inches tall, full bleed.
Pull bleeds an additional .125″ on all sides
(Non-bleed dimensions 7 inches wide x 9.875 inches tall) **$5,314**

Inside Back Cover
8 inches wide x 10.5 inches tall, full bleed.
Pull bleeds an additional .125″ on all sides
(Non-bleed dimensions 7 inches wide x 9.875 inches tall) **$4,800**

Requirements: Print ready PDF files are preferred. Documents may also be set up in QuarkXPress or Adobe InDesign. All fonts and support art files must be included. Colors should be set to CMYK. Files must be saved at a minimum of 300dpi with crop marks and .125″ bleeds on all sides if applicable. The submitting of a 100% scale laser print, indicating color breaks and typography styling, is recommended to ensure accuracy of file/digital transfer. High-resolution color proofs (such as EPSON or FUJI proofs) should be submitted when an exact color match is required. Expo Chicago is not responsible for print accuracy if lasers or high-resolution proofs are not supplied. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email or FTP transfer.

RESERVATION	ARTWORK & COPY DUE	DISTRIBUTION
July 31	**August 10**	**September 1–20**

The Official EXPO CHICAGO/2015
Catalogue

EXPO CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015
NAVY PIER

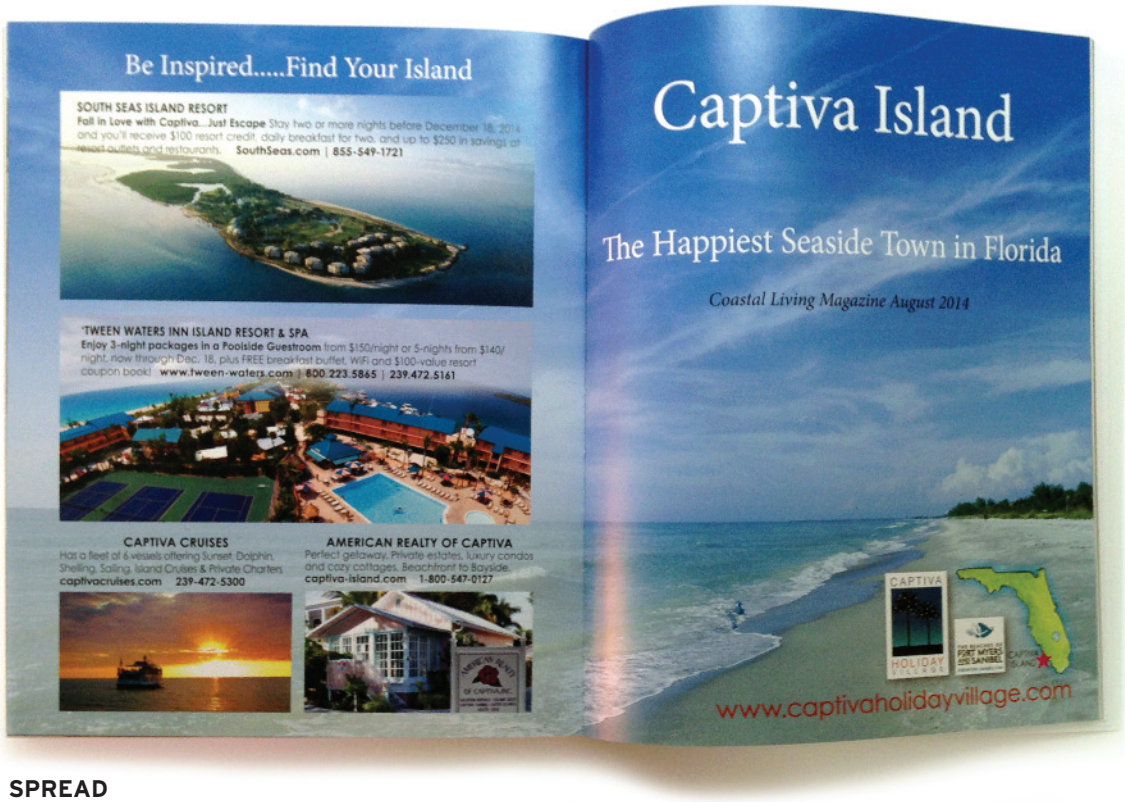
The EXPO CHICAGO Catalogue is distributed during the exposition to all exhibitors and select VIP Patrons and is available in the VIP lounge and the Northern Trust Anchor Lounge. It is also available for purchase to the general public.

Distribution: 5,000

Space Reservation: July 10, 2015
Material Due: July 24, 2015

FULL PAGE

FULL PAGE

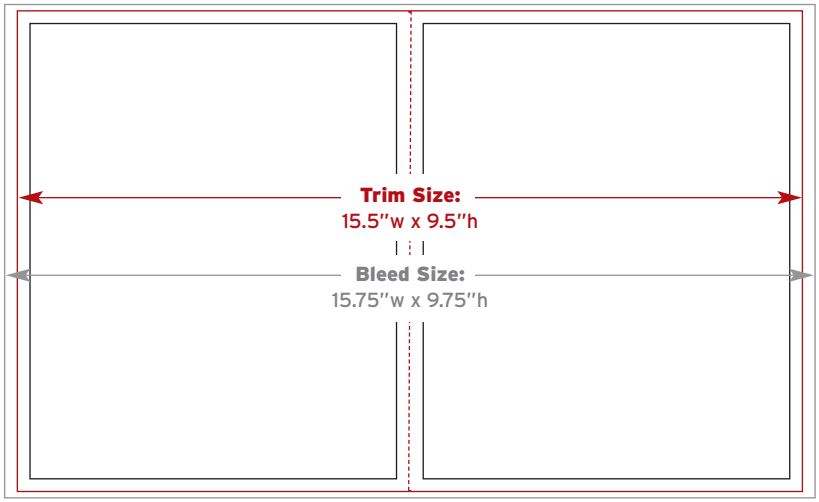


SPREAD

The Official EXPO CHICAGO/2015
Catalogue Specs

THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015 NAVY PIER

Ad Sizes
Dimensions in Inches



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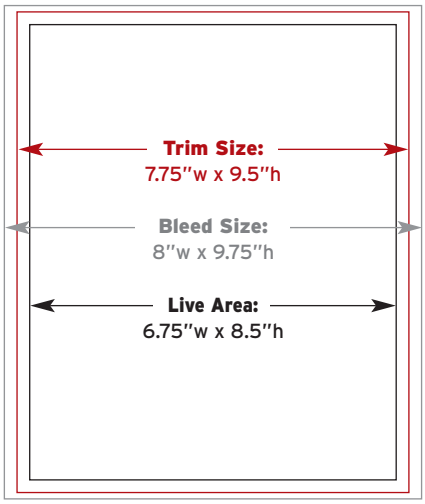


FULL PAGE

Spread
15.5 inches wide x 9.5 inches tall, full bleed ad. Pull bleeds an additional .125" on all sides. **$6,000**

Full page
7.75 inches wide x 9.5 inches tall for bleed ad. Pull bleeds an additional .125" on all sides. (Live area dimensions 6.75 inches wide x 8.5 inches tall) **$3,500**

Requirements: Print ready PDF files are preferred. Documents may also be set up in QuarkXPress or Adobe InDesign. All fonts and support art files must be included. Colors should be set to CMYK. Files must be saved at a minimum of 300dpi with crop marks and .125" bleeds on all sides if applicable. The submitting of a 100% scale laser print, indicating color breaks and typography styling, is recommended to ensure accuracy of file/digital transfer. High-resolution color proofs (such as EPSON or FUJI proofs) should be submitted when an exact color match is required. Expo Chicago is not responsible for print accuracy if lasers or high-resolution proofs are not supplied. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email or FTP transfer.

RESERVATION	ARTWORK & COPY DUE	DISTRIBUTION
July 10	**July 24**	**September 14–20**

EXPO CHICAGO/2015
Directory

THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015 NAVY PIER

The EXPO CHICAGO Directory is distributed at the exposition and features pertinent information and scheduling for the fair including detailed maps, gallery and institution listings, programming schedules and more.

Distribution: 30,000

Space Reservation: July 17, 2015
Material Due: July 29, 2015

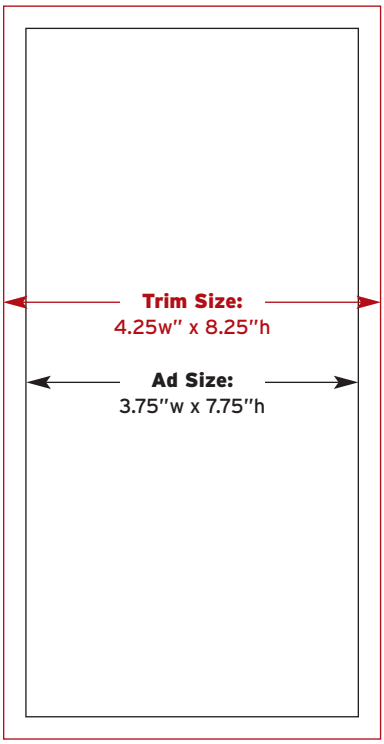
FULL PAGE

HALF PAGE

FULL PAGE

The Official EXPO CHICAGO/2015
Directory Specs

Ad Sizes
Dimensions in Inches



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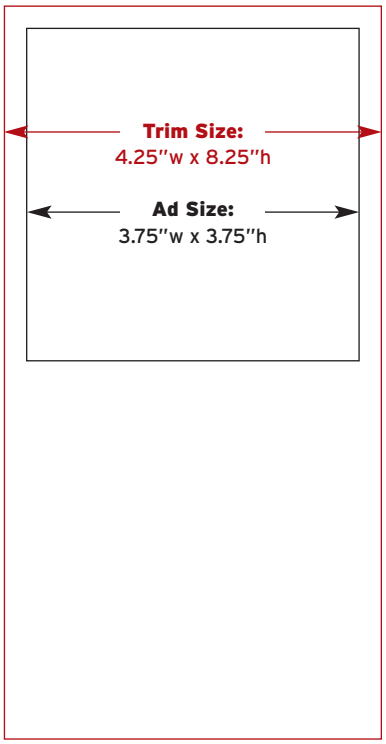

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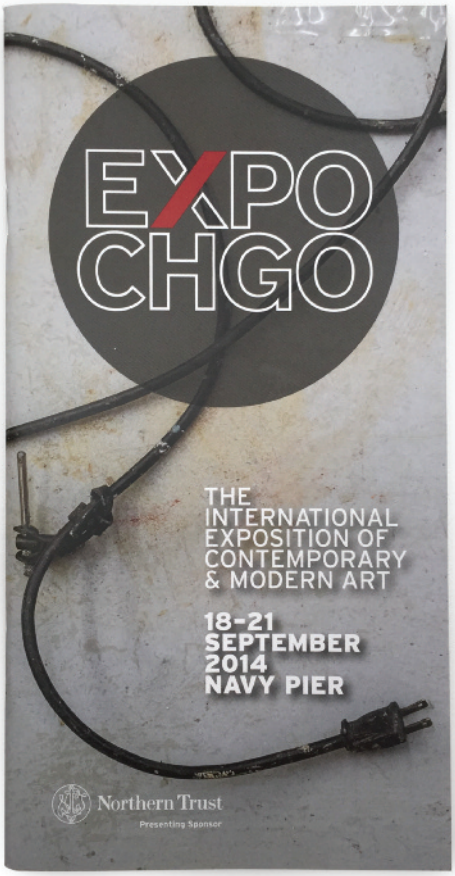


Full page
3.75 inches wide x 7.75 inches tall (non-bleed ad). Trim size dimensions 4.25 inches wide x 8.25 inches tall **$2,500**

Half page
3.75 inches wide x 3.75 inches tall. **$1,250**

Requirements: Print ready PDF files are preferred. Documents may also be set up in QuarkXPress or Adobe InDesign. All fonts and support art files must be included. Colors should be set to CMYK. Files must be saved at a minimum of 300dpi with crop marks and .125" bleeds on all sides if applicable. The submitting of a 100% scale laser print, indicating color breaks and typography styling, is recommended to ensure accuracy of file/digital transfer. High-resolution color proofs (such as EPSON or FUJI proofs) should be submitted when an exact color match is required. Expo Chicago is not responsible for print accuracy if lasers or high-resolution proofs are not supplied. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email or FTP transfer.

RESERVATION	ARTWORK & COPY DUE	DISTRIBUTION
July 17	**July 29**	**September 17-20**

THE SEEN
Chicago's International Journal of Contemporary & Modern Art

EXPO CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015
NAVY PIER

Online Advertising

THE SEEN, Chicago's International Journal of Contemporary & Modern Art, is dedicated to year-round coverage of important established and emerging artists, fostering dialogue between writers, artists, and galleries, and institutions from around the world.

Distribution: 30,000+

Artwork Due: The 1st of the month

BLOG.EXPOCHICAGO.COM

THE SEEN
Chicago's International Journal of Contemporary & Modern Art Specs

EXPO CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015
NAVY PIER

Online Advertising Dimensions in Inches

MONTHLY ISSUE GRAPHIC

BANNER AD

Run & Impressions
Banner Ads run for one month from post date unless otherwise specified. Post date can be negotiated depending on the content relevance/timing of the Ad. Each Ad is allotted 2,500 impressions. THE SEEN Issues are sent in one dedicated mailing on the last day of each month. One dedicated ad will be run in each issue to our subscriber base of **30,000+ emails**, including International VIPs and Galleries.

Banner Ads
Must be 250 wide x 110 pixels high.
Acceptable formats include .jpg, .png, and .gif (limit 3 frames). **$150**

For accurate scale and positioning, please visit our site:
blog.expochicago.com

Monthly Issues
Must be 728 wide x 90 pixels high.
Acceptable formats include .jpg, .png, and .gif (limit 3 frames). **$300**

THE SEEN	MATERIALS DUE	COST
Monthly Mailing	**The 1st of the month (sends last day of month)**	**$300**

THE SEEN	MATERIALS DUE	GOES LIVE	COST
Banner Advertising	**March 1**	**March 15**	**$150**
	April 1	**April 15**	**$150**
	May 1	**May 15**	**$150**
	June 1	**June 15**	**$150**
	July 1	**July 15**	**$150**
	August 1	**August 15**	**$150**

THE SEEN | ISSUE 01
Print Publication

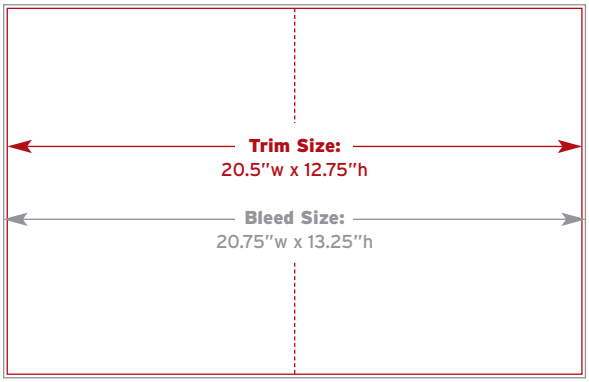
EXPO CHGO
THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART
17–20 SEPTEMBER 2015
NAVY PIER

THE SEEN, Chicago's International Journal of Contemporary & Modern Art, is dedicated to year-round coverage of important established and emerging artists, fostering dialogue between writers, artists, and galleries, and institutions from around the world. In September 2015, THE SEEN will launch Issue 01 of the the print publication.

Distribution: 10,000

Artwork Due: August 1, 2015

Ad Sizes
Dimensions in Inches



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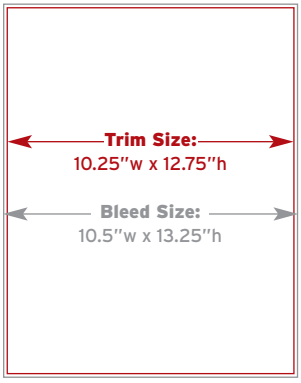
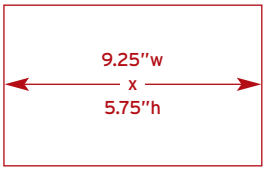


FULL PAGE / COVERS



1/2 PAGE

Spread
20.5 inches wide x 12.75 inches tall, full bleed.
Pull bleeds an additional .125 inches **$2,500**

Full page
10 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **$2,000**

1/2 page
9 inches wide x 5.625 inches tall **$1,500**

Back Cover
10 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **$3,000**

Inside Cover
10 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **$2,500**

Inside Back Cover
10 inches wide x 12.75 inches tall for bleed.
Pull bleeds an additional .125 inches **$2,500**

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RESERVATION	ARTWORK & COPY DUE	DISTRIBUTION
June 1	**August 1**	**September 15**