

a·n

Degree Shows Guide/2018

Be part of this unique snapshot of the UK's
art and design degree shows by advertising
in a-n's online Degree Shows Guide 2018

Ratecard

The Guide

Building on the success of previous years, this year's guide will provide insight and comment from artists, art professionals and art students, plus UK-wide listings – perfect for profiling and promoting your degree show.

The easy-to-read flip book will be distributed to a combined network of artists, curators, collectors, critics, galleries, arts organisations and niche communities, as well as students and the higher education sector. This guide is uniquely placed to position your show in the professional arena.

Focused on encouraging visits, the guide will highlight the UK's most innovative fine and applied arts courses, present new talent and help collectors find something they love at an affordable price. With insights from across the sector into how to support up-and-coming artists.



a-n Degree Shows Guide 2017

Cross-platform promotion

This year's guide will be part of a dynamic digital resource, with additional content focused on the needs of graduating students and updates on degree shows as they open around the UK.

Integrated with a wide range of social media, this cross-platform approach ensures visually rich and regularly updated content about degree shows reaches a wide audience.

Distribution

The guide will be distributed directly to a-n's membership of over **22,000**, a-n's visual arts interested networks through a-n News and to a combined social media following of **142,000+** across Twitter, Facebook, Instagram and LinkedIn.

Our digital resource on www.a-n.co.uk/degreeshows, featuring the guide, provides a focal point for supplementary content, putting a spotlight on shows as they open and keeping attention on degree shows throughout May, June and July.

Social media activity throughout will help to create a buzz around the shows encouraging reviews, tweets, interaction, conversation and visits. Instagram takeovers present first hand coverage, tweets alert audiences to opening dates, Facebook networks our content to a much broader regionally targeted audience.

Prominent positioning on a-n.co.uk with 2.1 million pageviews per year.

As in previous years the publication will be distributed across multiple sites.

Two dedicated mailings to our membership in May and June with key content from the Degrees Shows Guide 2018 and social media coverage highlighted as shows open across the country.

Advertising Options

This year we have updated our advertising options to provide better value for money and increase flexibility and exposure. You can advertise in the guide only or increase exposure with Advertising Add-ons

Advertising Options

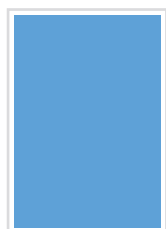
Early booking deadline / Friday 30 March

Final Advert booking and artwork deadline / Thursday 19 April

Publication date / Tuesday 1 May

20% discount for early booking before Friday 30 March

Full Page £796 +VAT, Half Page £484 +VAT

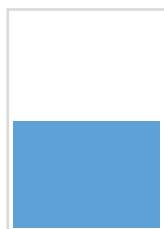


Full Page Advert

221 x 303 mm

Clicks through to your site

£995 +VAT



Half Page Advert

191 x 128 mm

Landscape format

Clicks through to your site

£605 +VAT

Advert Specifications

Supply adverts to ads@a-n.co.uk. Artwork to be 300dpi print quality PDF with fonts embedded.

Advertising Add-ons

In addition to placing an advert in the Degree Shows Guide these extra advertising options ensure a wider reach to our members and associated online audiences:

Additional Advert featured on the a-n website

Prices are per calendar month

Ads are sized 250px x 250px and can be animated gifs

Ads click through to your site

£450 +VAT

Targeted Regional Mailing during your Degree Show

Specially designed bulletin sent directly to our members in your region

Timed to promote your Degree Show

Use logos, images and bespoke content

£595 +VAT

High impact

Take advantage of our best package

Full Page Advert + Additional Advert on a-n website

£1,050 +VAT*

**Usually £1,445 +VAT*

a-n has produced the Degree Shows Guide for over a decade.

a-n is the largest artists' membership organisation in the UK with 22,000+ members. We support artists and those who work with them in many practical ways, acting on behalf of our membership and the visual arts sector to improve artists' livelihoods. We have a reputation for providing compelling insights and playing a catalytic role in influencing and informing cultural policy.

a-n has a portfolio which support artists and the wider visual arts sector including: a-n News, professional development events, member bursaries as well as a wide range of resources and publications, artists' blogs, jobs and opportunities on a-n.co.uk