

THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART

# EXPO CHGO

**27–30 SEPTEMBER 2018**

OPENING PREVIEW WEDNESDAY 27 SEPT

**CHICAGO | NAVY PIER**



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TRUST

Presenting Sponsor

## 2018 MEDIA KIT

[expochicago.com](http://expochicago.com)

## EXPO CHICAGO 2018

EXPO CHICAGO, the International Exposition of Contemporary & Modern Art, takes place each September at historic Navy Pier. Now entering its seventh edition, EXPO CHICAGO 2018 will present leading galleries and programming to national and international art collectors, professionals and the general public.

In 2017 the exposition hosted 135 leading galleries from 50 cities, representing 25 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 40,000 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 2018 Catalogue	5,000
• EXPO CHICAGO 2018 Newcity Guide	90,000
• EXPO CHICAGO 2018 Program Guide	30,000
• THE SEEN   Chicago's International Journal of Contemporary & Modern Art Online	30,000+
• THE SEEN   Issue 06 and 07 Print Publication	7,000+

# Official EXPO CHICAGO 2018 Catalogue



THE INTERNATIONAL EXPOSITION OF  
CONTEMPORARY & MODERN ART  
**27–30 SEPTEMBER 2018**  
CHICAGO | NAVY PIER  
OPENING PREVIEW  
THURSDAY SEPTEMBER 27

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: June 29, 2018**  
**Material Due: July 18, 2018**



FULL PAGE



FULL PAGE



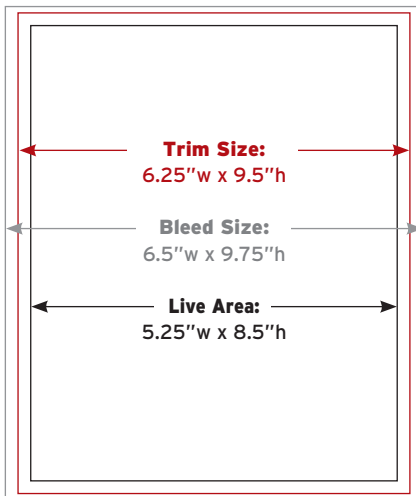
SPREAD

# Official EXPO CHICAGO 2018 Catalogue Specs



THE INTERNATIONAL EXPOSITION OF  
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CHICAGO | NAVY PIER  
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THURSDAY SEPTEMBER 27

## Ad Sizes Dimensions in Inches



### FULL PAGE

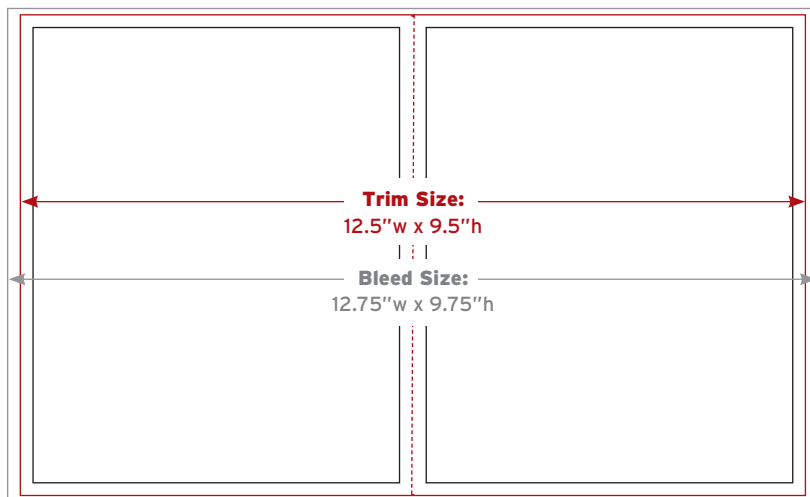


### Spread

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

### Full page

6.25 inches wide x 9.5 inches tall for bleed ad.  
Pull bleeds an additional .125" on all sides.  
(Live area dimensions 5.25 inches wide x 8.5 inches tall) **\$3,500**



### SPREAD

**Requirements: Print ready PDF files are preferred.** Documents may also be set up in Adobe InDesign or Adobe Illustrator. 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, FTP transfer, or dropbox link.

RESERVATION  
**June 29**

ARTWORK & COPY DUE  
**July 18**

DISTRIBUTION  
**September 24–30**



# EXPO CHICAGO 2018

## Newcity Guide



THE INTERNATIONAL EXPOSITION OF  
CONTEMPORARY & MODERN ART  
**27–30 SEPTEMBER 2018**  
CHICAGO | NAVY PIER  
OPENING PREVIEW  
THURSDAY SEPTEMBER 27

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: 90,000**

**Space Reservation: July 27, 2018**  
**Material Due: August 7, 2018**

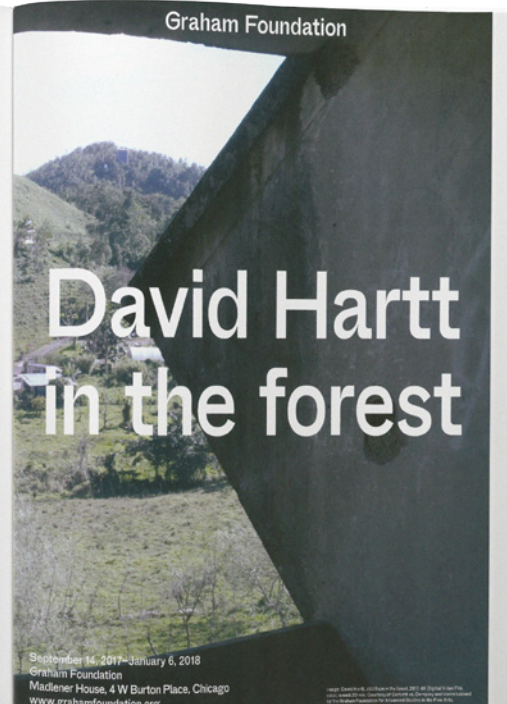
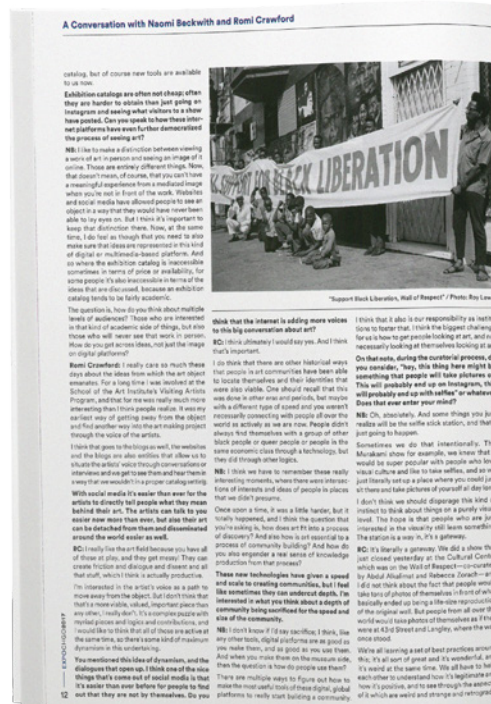
**1/4 PAGE  
VERTICAL**



**2/3 PAGE  
VERTICAL**



**1/2 PAGE  
HORIZONTAL**



**FULL PAGE**

# EXPO CHICAGO 2018

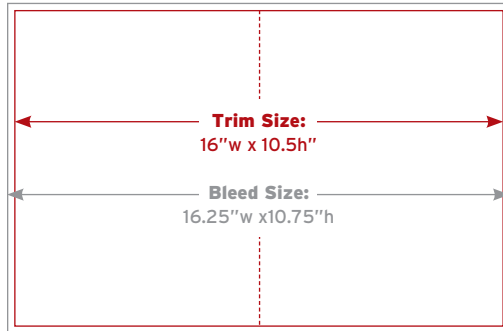
## Newcity Guide Specs



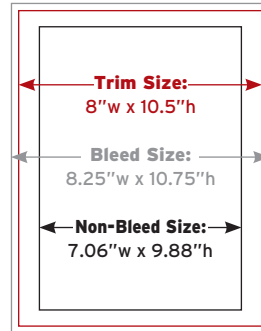
THE INTERNATIONAL EXPOSITION OF  
CONTEMPORARY & MODERN ART  
**27–30 SEPTEMBER 2018**  
CHICAGO | NAVY PIER  
OPENING PREVIEW  
THURSDAY SEPTEMBER 27

### Ad Sizes

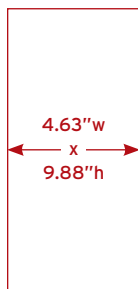
#### Dimensions in Inches



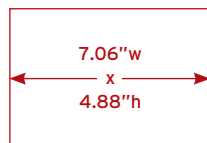
**SPREAD**



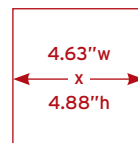
**FULL PAGE / COVERS**



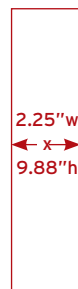
**2/3**



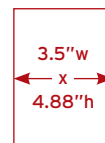
**1/2 PAGE**



**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 **\$8,015**

#### Full page

8 inches wide x 10.5 inches tall, full bleed.  
Pull bleeds an additional .125" on all sides  
(Non-bleed dimensions 7.06 inches wide x 9.88 inches tall) **\$4,455**

#### 2/3 page

4.63 inches wide x 9.88 inches tall **\$3,715**

#### 1/2 page

7.06 inches wide x 4.88 inches tall **\$2,805**

#### 1/3 page

Horizontal: 4.63 inches wide x 4.88 inches tall.  
Vertical: 2.25 inches wide x 9.88 inches tall **\$1,980**

#### 1/4 page

3.5 inches wide x 4.88 inches tall **\$1,610**

#### 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) **\$6,435**

#### 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) **\$5,845**

#### 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) **\$5,280**

**Requirements: Print ready PDF files are preferred.** Documents may also be set up in Adobe InDesign or Adobe Illustrator. 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, FTP transfer, or dropbox link.

#### RESERVATION

**July 27**

#### ARTWORK & COPY DUE

**August 7**

#### DISTRIBUTION

**September 1–26**

# EXPO CHICAGO 2018

## Program Guide



THE INTERNATIONAL EXPOSITION OF  
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**27-30 SEPTEMBER 2018**  
CHICAGO | NAVY PIER  
OPENING PREVIEW  
THURSDAY SEPTEMBER 27

The EXPO CHICAGO Program Guide 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.

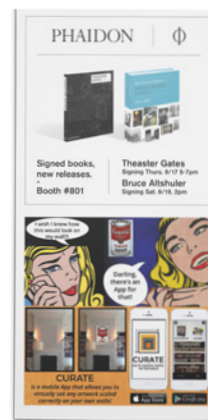
**Distribution: 30,000**

**Space Reservation: August 3, 2018**

**Material Due: August 17, 2018**



FULL PAGE



HALF PAGE



SPREAD



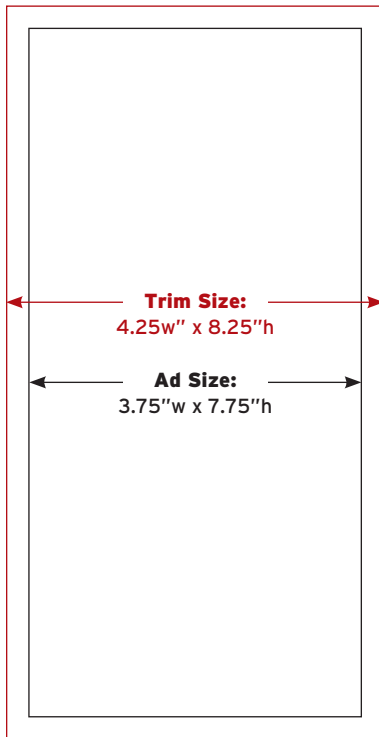
# EXPO CHICAGO 2018

## Program Guide Specs

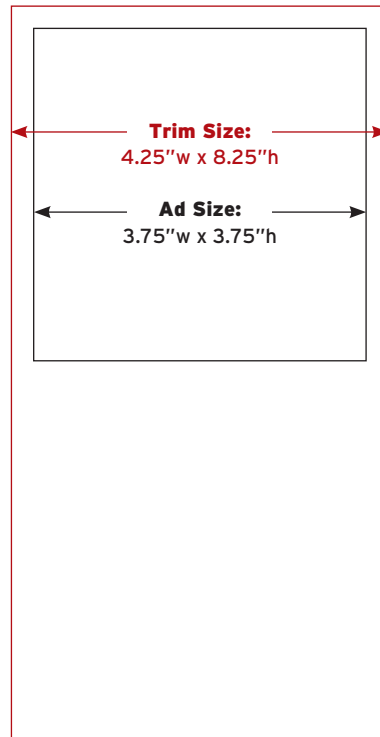


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### Ad Sizes Dimensions in Inches



FULL PAGE



HALF PAGE



#### 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 Adobe InDesign or Adobe Illustrator. 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, FTP transfer, or dropbox link.

#### RESERVATION

**August 3**

#### ARTWORK & COPY DUE

**August 17**

#### DISTRIBUTION

**September 24–30**



# THE SEEN

CHICAGO'S INTERNATIONAL JOURNAL OF CONTEMPORARY & MODERN ART

ISSUE // 06 // 07

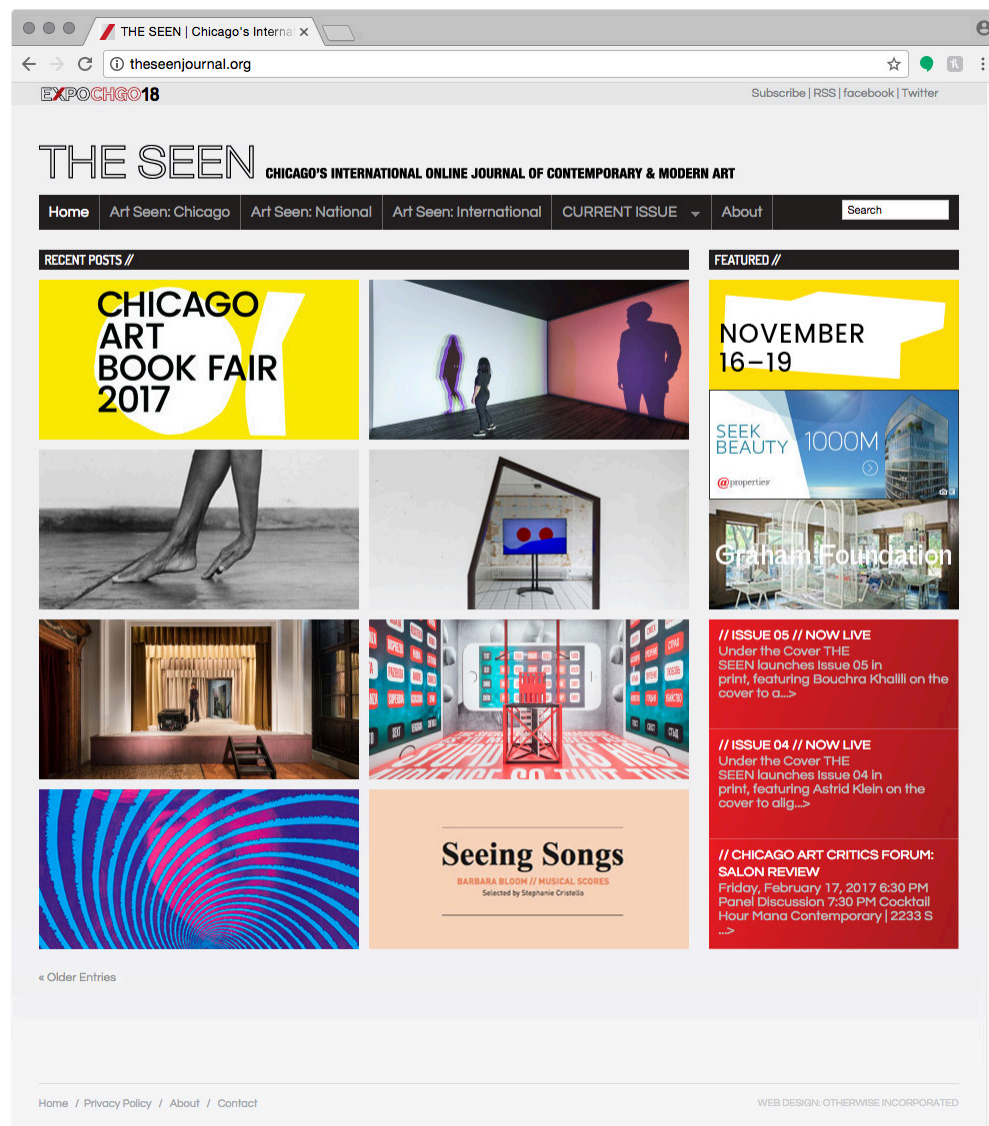
**MEDIA KIT**

## 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, galleries, and institutions from around the world.

**Distribution: 30,000+**

**Artwork Due: The 1st of the month**



## 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:  
[theseenjournal.org](http://theseenjournal.org)

#### 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, Chicago's International Journal of Contemporary & Modern Art, is dedicated to year-round coverage the best in international contemporary art. The free 150+ page, full-color publication launched in Fall of 2015.

Issue 06 of the printed edition will launch in April (Spring / Summer), and 07 in September (Fall / Winter) to align with the opening of EXPO CHICAGO

(September 27–30, 2018). The 8,000+ count run of THE SEEN is available in Chicago Culture boxes, museums, organizations, institutions, universities, and gallery districts throughout Chicago. In addition to local distribution, THE SEEN is sent to 500 of the top international VIPs, collectors, curators, and gallery principals.

Reaching a highly specialized audience of creatives with an interest in contemporary art,

design, architecture, and culture, advertising in THE SEEN is an ideal opportunity for select businesses looking to reach this audience — galleries, museums, institutions, organizations, film, architecture, dance, design, theater, fashion, luxury brands, dining, and hotels should advertise.

For questions on advertising opportunities in THE SEEN, please contact [editor@theseenjournal.org](mailto:editor@theseenjournal.org) or by phone at 312.867.9220.

**Distribution: 8,000+**

**ISSUE 06**

Space Reservation: March 1, 2018

Artwork Due: March 19, 2018

Delivery Date: Week of April 16

**ISSUE 07**

Space Reservation: August 1

Ad Artwork Due: August 20

Delivery Date: Week of September 17



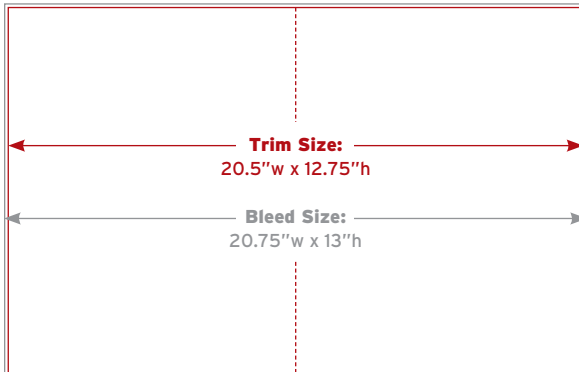
INSIDE FRONT COVER



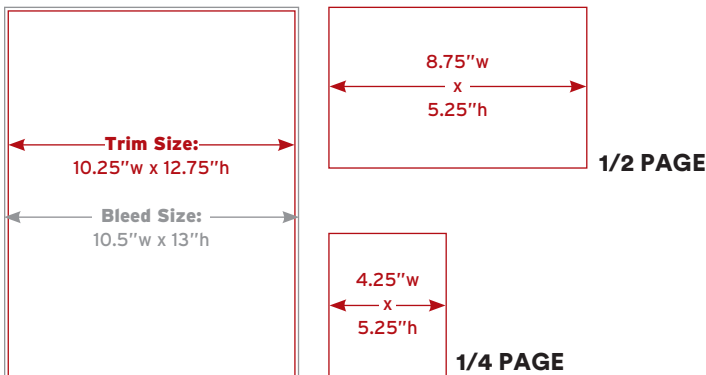
FULL, 1/4 & 1/2 PAGE ADS



## Ad Sizes Dimensions in Inches



### SPREAD



### FULL PAGE / COVERS



### Spread

20.5 inches wide x 12.75 inches tall, full bleed.  
Pull bleeds an additional .125 inches **\$3,500**

### Full page

10.25 inches wide x 12.75 inches tall for bleed.  
Pull bleeds an additional .125 inches **\$2,000**

### 1/2 page

8.75 inches wide x 5.25 inches tall **\$1,500**

### 1/4 page

4.25 inches wide x 5.25 inches tall **\$1,000**

### Back Cover

10 inches wide x 12.75 inches tall for bleed.  
Pull bleeds an additional .125 inches **\$4,000**

### Inside Front Cover

10.25 inches wide x 12.75 inches tall for bleed.  
Pull bleeds an additional .125 inches **\$2,500**

### Inside Back Cover

10.25 inches wide x 12.75 inches tall for bleed.  
Pull bleeds an additional .125 inches **\$2,500**

### Requirements: Print ready PDF files are preferred.

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 SEEN is not responsible for print accuracy. Advertiser agrees to cover any charges associated with corrections made to files that were improperly supplied. Ads may be submitted via email to [editor@theseenjournal.org](mailto:editor@theseenjournal.org) or dropbox link.

RESERVATION	ISSUE	ARTWORK & COPY DUE	PUBLICATION DISTRIBUTION
March 1, 2018 August 1, 2018	06 07	March 19, 2018 August 20, 2018	April 16, 2018 September 17, 2018