

# Advertising in ArtScene

ArtScene is a 16 Page Tabloid Bi-Monthly Publication by the PineRidge Arts Council. Circulation 2700, covering an area from East Scarborough to Sutton, Cobourg and Campbellford.

Our advertising prices have remained unchanged since 2003. Our cost per impression for a black and white six times 6.5" x 3" ad is less than 0.2 cents, compared to a regional community newspaper at 1.4 cent for 4 insertions.

Taking into consideration that a daily newspaper is recycled after one day, while our publication is kept for reference (by some people for two months), this is excellent value, indeed.

Advertising in our publication for goods, services, events, sponsorships and corporate publicity will not only help you enhance your image, but enable us to support and promote the arts in our community.

## Want to include your Flyer in ArtScene?

If you would like to have your flyers or brochures (400 no bigger than 5.5" x 8.5" when folded and no more than 5 gms) mailed with ArtScene, these are our fees:

PRAC Member Prices for flyer insertion are:

No ad – Flyer fee is \$40

With 6.5 x 3 ad (16.5 x 7.6 cm) – Flyer fee is \$20

Larger ads – Flyer fee is free

Non-PRAC Member Prices for flyer insertion \$60

Overweight flyers (30g or more) are subject to extra postage and will be priced accordingly.

Larger and heavier inserts will cost \$30 and up.

Elsie Hetherman | ehether19@gmail.com



## Demographics, approx. Distribution

Area	Members	Groups	Copies
Scarborough	20	5	200
Pickering	110	15	500
Ajax	80	10	300
Whitby	40	10	300
Oshawa	60	15	400
Outlying Regions	40	25	1000

Copy for advertising can be e-mailed to  
cathyschnipping@gmail.com

or mailed to

ArtScene Advertising Editor

542 Rougemount Drive

Pickering ON L1W 2C2

ArtScene		Tabloid Advertising Rates			
SIZE	No. of Issues	1	2	3	6
6.5" x 3" or 16.5 x 7.62 cm		\$ 75	\$ 135	\$ 180	\$ 300
6.5" x 5" or 16.5 x 12.7 cm		\$ 135	\$ 243	\$ 324	\$ 535
3" x 2.5" or 7.6 x 6.35 cm		\$ 38	\$ 68	\$ 90	\$ 150