



**VisualArtsCalendar.com**

Media Kit 2015



VisualArtsCalendar.com

# An art lover events guide.

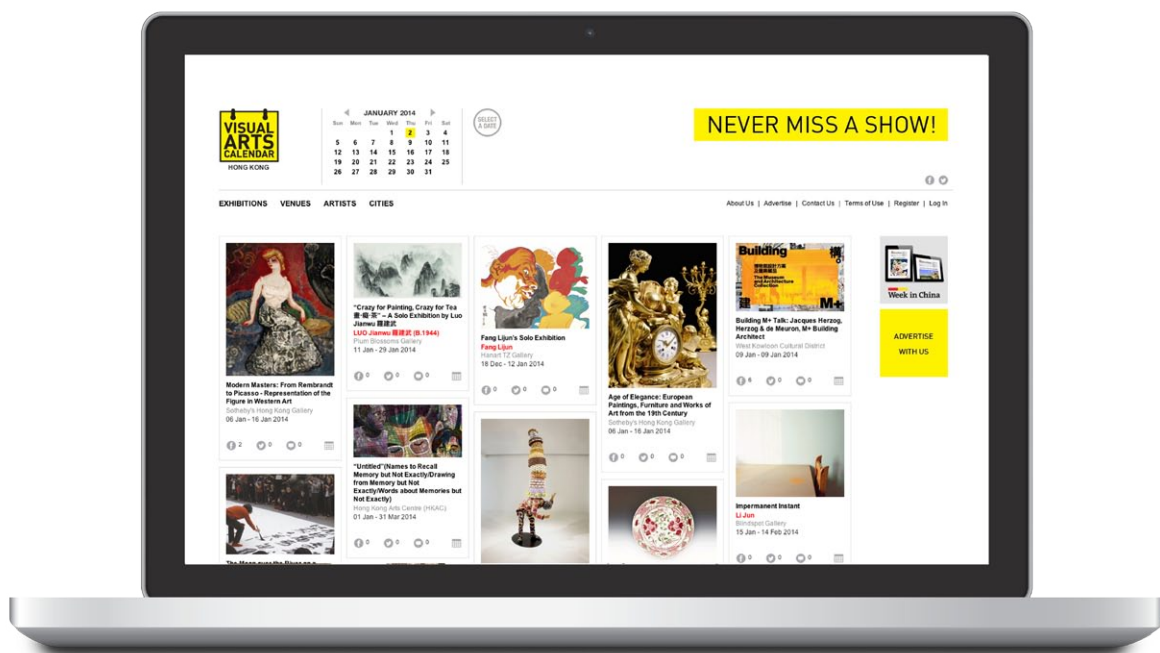
VisualArtsCalendar.com (VAC) is an online resource on visual art events.

Launched in November 2013, the site covers Hong Kong and Singapore art scenes.

The website's main feature is the calendar of exhibitions. With the wave of overwhelming online information and hectic social and personal schedules, VAC aims to present art news in the most simplest, organized and visual way possible. The website is updated daily with information on exhibitions from galleries, museums and other venues. VAC has calendar alerts so art lovers won't miss a show.

VAC also features social networking tools for maximum "Word of mouse", an electronic version of the time-tested idea of word of mouth. With online surpassing print advertising in 2013, digital advertising is the most focused and economical way for advertisers to send out your message.

The site is elegantly designed to make sure your advertising is presented in an uncluttered and pleasing way.





VisualArtsCalendar.com

# Advertising Rates

The screenshot shows the Visual Arts Calendar website interface. At the top left is the logo and the URL. A calendar for January 2014 is displayed, with the 2nd highlighted. A 'LEADERBOARD' banner is shown in a yellow box. Below the calendar are navigation links for EXHIBITIONS, VENUES, ARTISTS, and CITIES, along with utility links like 'About Us', 'Advertise', 'Contact Us', etc. The main content area features a grid of exhibition cards, each with an image, title, artist name, gallery, and dates. To the right of the grid are three yellow 'SQUARE BANNER' labels. At the bottom left of the screenshot, another yellow 'LEADERBOARD' label is visible.

**LEADERBOARD**

**SQUARE BANNER**

## Leaderboard (per city)

Yearly Rate	<b>USD 3000</b> / Year
SOV	100%

## Square Banner (per city)

Yearly Rate	<b>USD 400</b> / Year
SOV	100%

Dimension	468px (W) x 60px (H)
Format	PNG, JPEG, <30KB
Remarks	Run of Site

Dimension	125px (W) x 125px (H)
Format	PNG, JPEG, <30KB
Remarks	Run of Site

\* Rotates with other banners in the pool



VisualArtsCalendar.com

# 5,302

Monthly Pageviews

# 6:04

Avg. Visit Duration

# 4.48

Pages Per Visit

## Demographics

Hong Kong

Singapore

Philippines

France

China

United States

United Kingdom

Canada

Taiwan

Australia

Japan

Bahrain

Russia

South Korea

Malaysia

Germany

Italy

Spain

Greece

New Zealand

Saudi Arabia

Iran

Venezuela

Sri Lanka

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VisualArtsCalendar.com

## Terms and Conditions

The following conditions apply to the acceptance of all advertisements for publication in VisualArtsCalendar.com and the placing of an order for the insertion of an advertisement shall amount to the acceptance of these conditions and any conditions stipulated in an agency's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them. All these terms and conditions are subject to English Law.

The publishers of the VisualArtsCalendar.com shall have at their absolute discretion the right to omit, suspend, or change the position of any advertisement accepted for insertion. The publishers will not be liable for any loss or damage, consequential or otherwise, occasioned by error in the insertion or omission to insert or late publication of any advertisement. The publisher will not be liable for any damage or loss of materials supplied for the purpose of an advertisement.

When copy for a space booking – either casual or contract – fails to meet the deadline, or when a client under a three-or-more issue contract cancels an advertisement, the publishers reserve the right to repeat the previous advertisement at full cost to the client, or to render a charge for the full space cost.

### Payment terms

Payment for advertising shall be made strictly within 30 days of invoice date. Any account outstanding more than 2 months shall be subject to 5% surcharge plus a percentage for each outstanding month over 3 months. In the event of it being necessary to pass the account to either a collection agency or solicitor, then all costs so incurred will be claimed to be the responsibility of the advertiser and subsequently debited to their account.

### Indemnity and warranty

The advertising agency or advertiser submitting the advertisement shall indemnify the publishers in respect of costs, damages or other charges falling upon them as a result of legal actions or threatened legal actions, arising from the publication of the advertisement in accordance with the copy instructions supplied to the publishers by the agency or the advertiser. In any case where a claim is made against the publishers, agency or advertiser may ultimately be liable under the terms here of, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred or the claim settled, defended or otherwise disposed of to his detriment.

Notwithstanding, anything in these conditions providing to the contrary, neither the publishers nor the advertisers shall be liable to each other for any loss or damage consequential or otherwise cause by or arising out of any Act of Parliament, Order in Council, Act of State, strike of employees, lock out, trade dispute, enemy action, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either of them.



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