

C E N T R E
I N T E R N A T I O N A L
D ' A R T
C O N T E M P O R A I N
D E M O N T R É A L

**PURCHASING ADVERTISING
ON CIAC AND BNL MTL WEBSITES
RATES 2009 - 2010**

What is the CIAC?

The CIAC – Centre international d'art contemporain de Montréal is a non profit organisation whose mandate is to promote the works of professional artists working in the field of contemporary art in Québec, Canada and abroad. While initially associated with visual arts, the CIAC now also promotes the works of professionals involved in design, graphic arts, art video and film, architecture, urban and landscape architecture.

The CIAC produces *La Biennale de Montréal (BNL MTL)*, an international event that is held in a network of major international cities.

Communication Tools

Available bilingual (French – English) communication tools :

- CIAC website ;
- BNL MTL website ;
- Monthly Newsletter ;
- CIAC Electronic magazine.

Content:

- News from the artistic world ;
- Data bank featuring Québec, Canadian or foreign artists with links to their personal, professional or institutional websites (museums, galleries, exhibition centers...) ;
- CIAC and BNL MTL Archives ;
- Section dedicated to the CIAC cultural animation and mediation activities.

The CIAC is featured on social networks such as Twitter, Facebook and Myspace.

Technical Specifications

File types: jpeg, gif, swf ;

File weight: maximum 40 ko ;

French or French/English materials.

All materials must be sent at least 5 days prior to publishing and must contain the URL link
Materials that do not meet these specifications can be redesigned and translated upon request (for costs, please contact us).

Contacts:

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C E N T R E
INTERNATIONAL
D ' A R T
CONTEMPORAIN
DE MONTRÉAL

For your advertising campaign, we propose :

The CIAC and BNL MTL websites

The monthly newsletter

Personalized proposition of the websites and/or the newsletter

| | Banner | Tile | Pages view/month | Suscribers (nov.2009) |
|-----------------------------------|----------|----------|------------------|-----------------------|
| Monthly advertising rates | | | | |
| CIAC website | \$ 500 | \$ 300 | 10 500 | |
| BNL MTL website | \$ 500 | \$ 300 | 10 500 | |
| CIAC + BNL MTL websites | \$ 750 | \$ 500 | 21 000 | |
| 3 months advertising rates | | | | |
| CIAC website | \$ 1 000 | \$ 600 | 31 500 | |
| BNL MTL website | \$ 1 000 | \$ 600 | 31 500 | |
| CIAC + BNL MTL website | \$ 1 500 | \$ 1 000 | 63 000 | |
| Monthly newsletter | \$ 50 | \$ 25 | | 4 000 |

The audience is composed mainly of :

- professionals from the art world (exhibition and museum curators, art administrators...);
- teachers and students in arts and culture in general ;
- artists ;
- cultural journalists and art critics ;
- people from private companies and government officials ;
- art lovers and collectors ;
- from more than 150 countries.

