

## 2008 Editorial Mission

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**WetCanvas!**, the largest online community for visual artists, helps its more than 150,000 members collaborate, learn, get inspired, stay current with the latest materials and techniques, and sell their art. Generating millions of page views per month, **WetCanvas!**'s forums, content channels, chat rooms, collaborative art projects, virtual business tools, fine-art product review system, and more than 71,000 royalty-free, member-contributed reference images utilize technology to help artists of all levels and mediums share information and stay connected.



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# WET CANVAS 2008 USER INFORMATION



## Circulation

- More than 250,000 unique visitors per month
- More than 400,000 visits per month
- More than 4 million page views per month
- More than 15 page views per visit
- More than 150,000 registered members, with membership growing by several thousand each month

49 Content Channels and 69 Discussion Forums deliver highly targeted advertising opportunities.

**WetCanvas!** arranges its content into logical “channels.” Each Content Channel provides visitors with a wealth of articles, discussions, lessons, product reviews and other useful information specific to their interest areas. To facilitate targeted advertising campaigns, Content Channels have been organized into “Channel Groups” as outlined below.

**Ad Impressions** (averaged numbers/mid 2007)

Channel Groups/Forums	Ad Impressions Per Month	Channel Groups/Forums	Ad Impressions Per Month
<b>Acrylic Group</b>	400,000	<b>Art Techniques &amp; Education Group</b>	802,000
Acrylic Forums		Abstract/contemporary art	
Airbrush		Animal & Wildlife Art	
<b>Watercolor Forum</b>	1,144,000	Color Theory and Mixing	
<b>Oil Painting Forum</b>	420,000	Composition & Design	
<b>Pastel &amp; Drawing Group</b>	973,000	Creativity Corner	
Colored pencil Forums		Decorative Arts	
Drawing & Sketching Forums		Plein Air	
Pastels forums		Fantasy/Sci-Fi	
Pen & Ink forums		The Figure	
<b>General Discussions &amp; Events Group</b>	361,000	Illustration	
Art Business		Landscapes	
Art History		Marine Art	
Café Guerbois		Portraiture	
Classical Art		The Still Life	
Critique Center		Studio Tips	
Debates, Art, & Society		Teacher's Toolbox	
WC! Events		<b>Mixed Media &amp; Specialty Group</b>	902,000
WC! Site Discussions		Glass Art	
<b>Photo &amp; Digital Media</b>	106,000	Mixed Media/Alternative Materials	
Computers/Technology		Printmaking	
Digital Art		Sculpture	
Photography		Tole/Decorative	
<b>Index Pages</b>	2,900,000	Wearable Art	
Forums Index			
New User Channel			
Welcome Forum—New Users			

Get the most of of WetCanvas! by participating in one of three compelling “Partner Programs.”

Each offers unique benefits that brand your company with over 250,000 unique visitors and create new customers for your business.

### Gold Partner

- “Partner Forum” housed in channel of your choice
- Company/Product logo appears on 4 content channels (horizontal bar)
- 200,000 monthly impressions: skyscrapers and banner ad units
- Text link on 15 content channels
- Ability to post press releases and announcements on the WetCanvas! home page and “Partner Forum”: 40% discounts on WetCanvas! newsletters

■ Listed on the Partner Directory

**\$1,200 monthly**

### Silver Partner

- “Partner Forum” housed in channel of your choice
- 100,000 monthly impressions: skyscrapers and banner ad units
- Text link on 10 content channels
- Ability to post press releases and announcements on “Partner Forum”: 30% discounts on WetCanvas! newsletters.

■ Listed on the Partner Directory

**\$650 monthly**

### Bronze Partner

- “Partner Forum” housed in channel of your choice
- 50,000 monthly impressions: skyscrapers and banner ad units
- Text link on 10 content channels
- Ability to post press releases and announcements on “Partner Forum”

■ Listed on the Partner Directory

**\$350 monthly**

## ADVERTISING SALES PERSONNEL

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# WHAT DOES WETCANVAS! DO?

At **WetCanvas!**, we strongly desire to work with each of our advertisers to fully tailor each online marketing campaign to maximize each dollar invested.

## ■ 49 Content Channels

Each channel provides visitors with a wealth of articles, discussions, lessons, product reviews and other useful information specific to their targeted interest areas.

## ■ 69 Highly Interactive Discussion Forums

The **WetCanvas!** message boards are the most popular artist-centric discussion forums on the Internet. To date, there are more than 5 million messages posted, and that number grows by more than 100,000 per month.

## ■ Lively and Active Chat Rooms

**WetCanvas!** chat rooms are regularly filled with lively artists who enjoy sharing interesting conversation, offering artistic encouragement, and answering art-related questions.

## ■ Interactive, Collaborative Art Project System

Through the **WetCanvas!** proprietary art project system, members can interactively create, and participate in, collaborative visual art projects with members from around the globe.

## ■ Royalty-Free Reference Image Library

Our online library currently contains more than 71,000 member-contributed reference images, ranging from stunning landscapes to still-life arrangements.

## ■ Product Review System

The **WetCanvas!** proprietary online product review system allows members to provide in-depth ratings and reviews of thousands of popular fine art materials such as paints, brushes, easels, cameras, and studio accessories.

## ■ Other Interactive Tools

**WetCanvas!** offers a number of other online tools of use to the visual artist, including the “virtual palette,” which allows the artist to experiment with mixing colors without making a mess, and virtual gallery-management and invoice-management tools, which provide professional artists an unprecedented level of control over their business.

See reverse side for advertising capabilities.

## HOW CAN WETCANVAS! HELP GROW YOUR BUSINESS?

**WetCanvas!** offers a wide array of targeting capabilities that allow you to focus your marketing dollars on specific geographic segments, search keywords, and/or specific content areas. We'll work with you to interactively blend your products, services, and brand within our thriving online community.

### ■ Controlling the Burn Rate

The “burn rate” of your ad campaign is the rate at which your banner impressions are shown to web site visitors. Controlling this saturation level is the most critical element in maximizing the return on your investment. You can choose an all-out, heavy burn rate, which would be very liberal in delivery criteria, or you may choose to run a more targeted campaign, focusing your marketing dollars on specific segments of our visitor base.

### ■ Content Targeting

Maximize your ROI by putting a laser focus on your ad campaigns. Each campaign can be fully customized in order to target specific **WetCanvas!** content areas. Target specific content channels or forum areas (e.g. Oil Painting, Landscapes, Glass Art, Watercolors, Photography, Digital Art, etc.).

### ■ Delivery Restrictions

To further maximize your ROI, we can work with you to restrict the delivery of your ad impressions based on such factors as time of day, day of the week, date ranges, client domain, and more.

### ■ Interactive Marketing

By offering a variety of banner sizes, coupled with our powerful suite of tracking and delivery tools, **WetCanvas!** provides our partners with one of the richest sets of interactive marketing functionality in the industry.



“More than any other site I go to,

**WetCanvas!** has the feeling of a real

place, an artist’s clubhouse. It is full

of real people with real experiences

who are genuinely interested in

helping one another. There’s a lot

of empty talk out there about building

online communities, but **WetCanvas!** is

fulfilling that promise.

An invaluable online resource for

English-speaking artists everywhere!

Advertising on **WetCanvas!**

has driven more business to my website

than anything else I’ve tried!”

-**Sharilyn Neidhardt, President,**

**Sarkana Handmade Prints**

# ELECTRONIC MEDIA: WETCANVAS! RATES & SPECIFICATIONS

## WETCANVAS.COM AD RATES & SPECIFICATIONS

\*SEE 2008 USER INFORMATION FOR SPECIAL PARTNER BENEFITS

Ad Type	Run of Network <sup>1</sup> Artist's Network AND WetCanvas!	Run of Site & Channel <sup>2</sup> Artist's Network OR WetCanvas!	Run of Channel Group <sup>3</sup> WetCanvas! Only
Banner 468 x 60	\$10.00	\$11.00	\$11.00
Skyscraper 120 x 600	\$11.25	\$12.35	\$12.35

<sup>1</sup>Run of Network: Ad impressions are delivered on all available sections of WetCanvas.com

<sup>2</sup>Run of Site: Ad impressions are delivered on all available sections of WetCanvas.com

<sup>3</sup>Run of Channel: Ad impressions are delivered on all available pages within specified Channel Groups

## E-NEWSLETTER AD RATES & SPECIFICATIONS

Ads	Size	CPM Price
Top Banner	468 x 60	\$32.40
Banner	468 x 60	\$32.40
Skyscraper	120 x 600	\$36.45
Button (excluding WetCanvas!)	120 x 120	\$10.70
Large Button (excluding WetCanvas!)	120 x 240	\$12.95
Classifieds	Logo max 100 x 50 150 characters with URL link	\$40.00 per insertion

*Cost per thousand impressions*

*File size: 20 KB max \*JPEG or GIF files (MAP files not accepted)*

**Contact your ad representative for updated opportunities**

# CONTRACT AND COPY REGULATIONS

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
2. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
3. The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
4. Advertisers not on contract will be charged the one-time rate and will be credited for the difference in frequency rates as earned by subsequent insertions. A contract ad may be cancelled by notifying the publisher in writing before the space reservation date, and the short-time rate paid for the ads already run.
5. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertisement was previously acknowledged, accepted or published.
6. The word “advertisement” shall be printed at the top of the advertisements which, in the opinion of the publisher, might be confused with editorial pages.
7. Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, insertion orders or copy instructions when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation. Insertion orders must specifically state run dates and positions to be used.
8. Orders for specific positions are accepted as requests. The publisher shall not be bound by such requests and has the right to determine the actual position.
9. The fine art magazines are not responsible for errors in key numbers or other typesetting done by the publisher.
10. Advertisers and their agencies are liable for all contents of advertisements and are also responsible for any claim arising therefrom against WetCanvas!.
11. The publisher reserves the right to hold an advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.