

ART
of the day.info

ART
aujourd'hui.info

MARKETING & ADVERTISING

Artoftheday and ArtAujourd'hui specialize in communicating over the web

Since their creation in 2001, they have developed proprietary electronic programs and databases, both in French and English, to publish information on art, combining weekly webzines and special announcements sent by mail with the permanent contents of two much appreciated French and English websites.



Every Thursday **Artoftheday weekly** and **Artaujourd'hui hebdo** deliver the most recent news regarding the Art World to their 60 000 subscribers - 34 000 English-speaking and 26 000 French-speaking ones...

And each day our marketing department is at your service to inform them in depth on your own events. In French or in English ... On the day and at the time you decide.

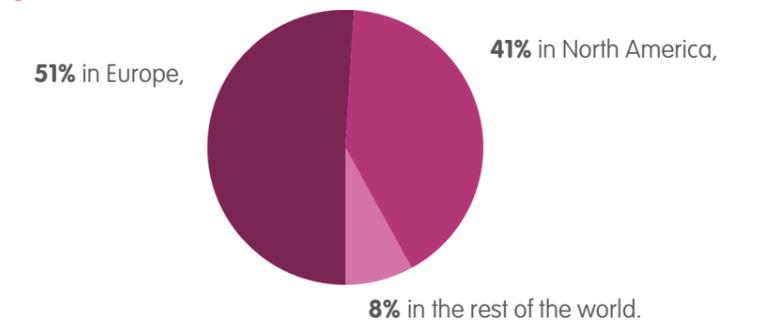
ArtAujourd'hui.Hebdo

Art of the Day.Weekly



We are the only ones who reach out to the subscribers in their favorite language, in English and in French, and have segmented databases and tools combining weekly publications, direct marketing and continuous information.

In order to send them the information they wish to get, we ask our subscribers more than an email address and a name. We must also have their country of residence, their favorite language of communication, their profession or centers of artistic interest. **We speak French to French-speaking subscribers, English to the English-speaking ones, and we know who we are addressing.**



No other current information service offers these possibilities. And the messages we send get additional visibility on our websites where they appear systematically. The quality of the events this service chooses and the information it gives ensures constant attention and great loyalty among its readers.

Our clients are small and large museums from all over the world, organizers of fairs, of cultural events, of auctions, art editors, schools... The list gets longer every day. **Here is one** from which you can pick to ask them what they think of our services.

We see no difference between "small" and "large" events. Each one must find its own public. That is precisely what we help you do.

- 1 E-mail announcements, distributed directly through our specialized lists: quick, targeted, interactive e-flash releases, to announce, save the date and inform all those interested in your activity.
- 2 Complete interactive marketing operations that follow your event from the first to the last day, and use all the resources of the web.

1 THE E-FLASH RELEASES include a text, an illustration and a practical section that makes it easier to visit and be in touch, with electronic links towards your site and your files.

They are sent to our subscribers' mailboxes, and then appear on our websites, where they are permanently archived. They fully benefit from the large presence of our sites over the web and the reliability of our databases adapted to each subscriber's information needs.



150 €
in French or in English,
250 €
for the two languages
(plus VAT if applicable)

10% discount for 5 releases over 12 months,
20% for 10 releases over 12 months

1. You create your own announcement in a few minutes, with the illustration of your choice, in English or in French, thanks to our automatic do it yourself programs.
2. You may preview immediately your announcement as it will be sent.
3. You may approve it and confirm your order. We publish it, on the date, in the language and in the countries you choose.

2 THE MARKETING INFO CAMPAIGNS are launched by a detailed announcement, which includes a complete presentation text, various illustrations for each language, a practical contact section, and electronic links towards your site and your files on line.

Each campaign is carried out in 5 phases, throughout your event:

- 1 On the day of your choice the announcements are sent to the subscribers' mailboxes.
- 2 They are put on line on the front page of the websites with a commentary, preceded by an illustration, and at the same time in the section "All our rendezvous", where they will stay throughout the time of your event before being registered in our archives. They then remain permanently accessible through our search engines.
- 3 On the week itself, the announcements are presented again with an illustration on ArtoftheDay weekly and ArtAujourd'hui hebdo.
- 4 Half-way through your event, on the date of your choice and in order to re-launch it, we offer you on the front page of our websites or our weekly publications, an interactive advertising banner that directs readers to your website.
- 5 Fifteen days before the event ends, Artaujourd'hui.hebdo and ArtoftheDay weekly remind our readers of your event, with a link towards the original releases.

This is a made-to-measure marketing campaign drawing on all our means of communication. Your event is constantly brought forward, from the moment it begins until it ends...

Our texts appear in the social networks and are regularly picked up by the larger search engines and the sites affiliated to our rss links. All this substantially increases the impact you have over the internet. Five successive presentations throughout your event, at the key moments: no other media - paper or internet - could bring you such precise, complete and lasting service.

1. You supply us with a press kit, and a choice of 3 illustrations per language.
2. Our specialized copywriters write, and when necessary, translate the announcements and ensure the lay-out.
3. It is submitted to you for approval prior to being published.

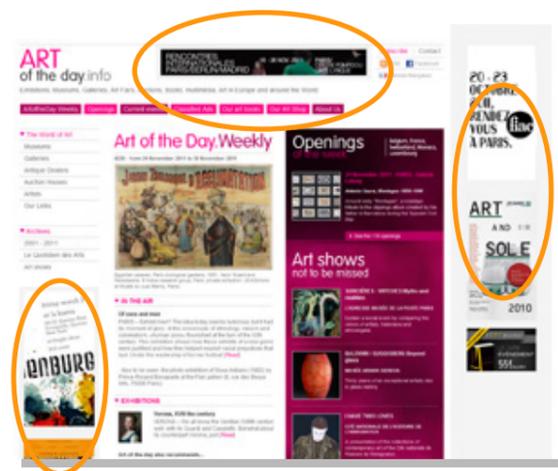


690 €
in French or in English,
1090 €
for the two languages
(plus VAT if applicable)

10% discount for 3 releases over 12 months,
20% for 6 releases over 12 months.

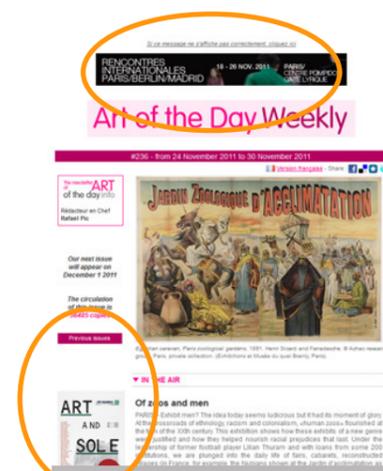
The 2 websites and the weekly publications host interactive ads, allowing readers to access the announcer's website or files on line.

Rates are very affordable and begin at 125 €. Here they are.



On the home page of each website, we offer

- ① Horizontal banners over the title
- ② Spots in the right and left column



On the weekly webzines, we offer

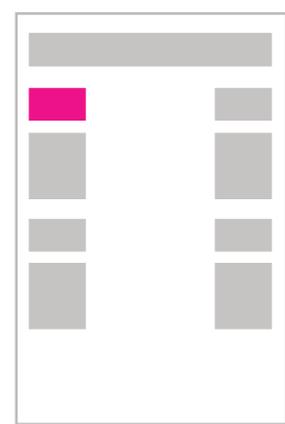
- ① Horizontal banners over the title and in text
- ② Spots in the left column

RATES, plus VAT where applicable (JPG or GIF format)

Websites ArtoftheDay.info/ ArtAujourdhui.info, One week insertion

RATES, plus VAT where applicable (JPG or GIF format)

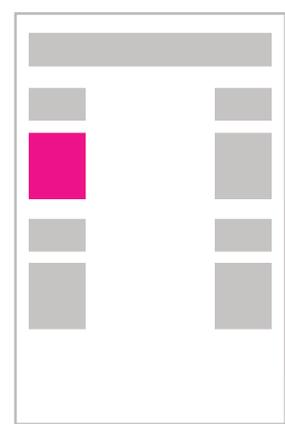
Weeklies ArtoftheDay weekly / Artaujourdhui hebdo, Published on Thursdays



Spot
(160x125)

125 €
in French or in English,

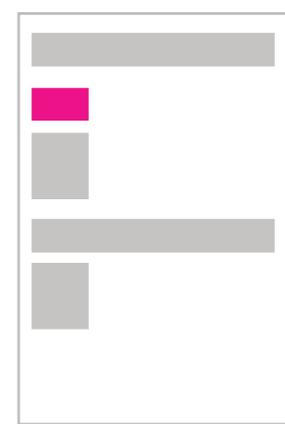
175 €
for the two languages



Double spot
(160x240)

175 €
in French or in English,

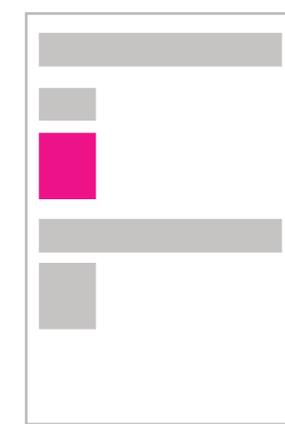
275 €
for the two languages



Spots
(125x125)

100 €
in French or in English,

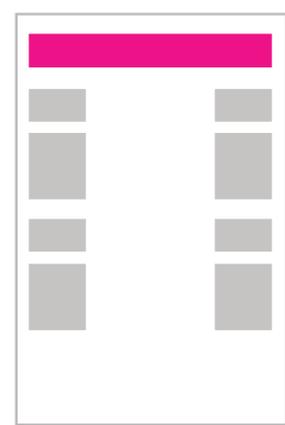
150 €
for the two languages



Double spot
(125x240)

150 €
in French or in English,

250 €
for the two languages



Horizontal banner
(468x60)

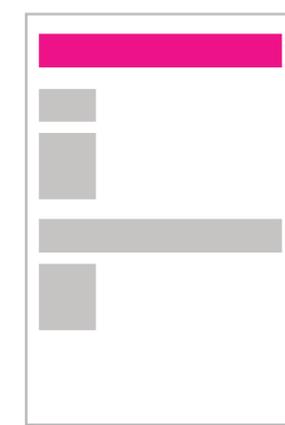
250 €
in French or in English,

350 €
for the two languages

KNOW MORE ?

Check out our releases on :
www.art-of-the-day.info et www.artaujourdhui.info
 Call us : Tel 33 (0)1 45 08 96 96

Or give us your data.
 One of our collaborators will soon be in touch with you
 and will answer all your questions... Until then...



Horizontal banner
(468x60)

200 €
in French or in English,

300 €
for the two languages