Critical Perspectives on Art, Politics, and Culture

2020 Media Kit
“The Brooklyn Rail forges communities across cultural disciplines, boroughs, and ideologies. A brilliantly conceived and beautifully executed newspaper, The Rail is making an absolutely crucial contribution to the intellectual life of the city and even the nation.”

– Richard Serra, Artist
Founded in October 2000, the Brooklyn Rail provides an independent forum for arts, culture, and politics throughout New York City and far beyond.

The Rail is for those who read and think critically about art, culture, and our society including students, influential artists, writers, professors, curators, collectors and leaders in the arts.

We publish 10 issues a year and distribute free of charge in print, online, and on Instagram.

Print readership: +200,000 annually
Online + Newsletter: +110,000 unique visitors monthly
Instagram: +40,100 followers

The Rail has subscribers in cities around the world, such as: Berlin, Brussels, Dublin, Hong Kong, London, Mexico City, Montreal, Paris, Seoul, Stockholm

We distribute to a number of institutions across the U.S., including: Dia:Beacon, Dartmouth College, Bard College, Yale, SF MoMA, Clark Art Institute, University of Colorado, among others

The Rail is a regular presence at major art fairs such as LA Art Book Fair, NY Art Book Fair, 1-54 African American Contemporary, The Armory, Independent Art Fair, and more.
Each month, the Brooklyn Rail distributes 20,000 copies to museums, galleries, universities, book stores, cafes, and other cultural venues throughout Manhattan, Brooklyn, the Bronx and Queens.

**MANHATTAN**
- 192 Books
- 508 West 26th Street
- 547 West 27th Street
- Academy Records & CDs
- Angelika Film Center
- Anthology Film Archives
- Blick Art Materials (Bond St)
- Book Culture
- Columbia University, Dodge Hall
- David Zwirner Books Pop-Up
- Dia Art Foundation
- Film Forum
- First Street Gallery
- Fountain Gallery
- Gagosian Shop
- Hauser & Wirth
- Hunter College (695 Park Ave)
- HUNTER COLLEGE Art Galleries
- HUNTER College MFA Gallery
- McNally Jackson Books
- Mercer Books
- New York School of the Arts
- New York Studio School
- NY Public Library, Mulberry Street Branch
- Parsons
- Pen & Brush
- Petzel Gallery
- Pioneer Works
- Printed Matter
- Pratt School of Information
- Regina Rex Gallery
- Ricco/Maresca Gallery
- Ronald Feldman Gallery
- Sotheby’s Institute of Art
- St. Mark’s Books
- St. Mark’s Church
- Strand Bookstore
- SVA (East 21st St)
- SVA (West 21st St)
- The Clemente
- The Drawing Center
- The Kitchen
- The New School
- The Whitney Museum Shop
- Yares Art Gallery

**BROOKLYN**
- 66 Rockwell
- Artist & Craftsman Supply (761 Metropolitan Ave)
- Bake Shop (995 Flushing Ave)
- Better Read Than Dead
- BRIC Rotunda Gallery
- Brooklyn Public Library Main Branch
- Dandelion Wine
- Eastern District
- Greenlight Bookstore: Fulton
- Greenlight Bookstore: Prospect
- Lefferts
- Industry City (254 36th St)
- ISCP
- Kingsborough Art Museum & College, Art & Science Building

**QUEENS**
- CUNY Queens College
- Knockdown Center
- Milo’s Yard
- MoMA P.S. 1
- Topos Bookstore Café
# Print Ads

<table>
<thead>
<tr>
<th>Section</th>
<th>Dimensions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>W: 21” × H: 13.75”</td>
<td>◎ Requests for section-specific placement are honored on a first-come, first serve basis.</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>W: 10” × H: 13.75”</td>
<td>◎ We do not offer bleeds.</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>W: 10” × H: 6.75”</td>
<td>◎ For color ads, files must be in CMYK, no spot color.</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>W: 4.9” × H: 13.75”</td>
<td>◎ Black text and B&amp;W images must be exported as grayscale (0% CMY).</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>W: 10” × H: 3.3”</td>
<td>◎ Improperly sized materials may be altered at the Brooklyn Rail’s discretion.</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>W: 4.9” × H: 6.75”</td>
<td>◎ Submit as attachments to <a href="mailto:ads@brooklynrail.org">ads@brooklynrail.org</a>. We accept high-res PDFs (min. 300 dpi)</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>W: 4.9” × H: 3.3”</td>
<td></td>
</tr>
</tbody>
</table>
# Print Rates & Packages

<table>
<thead>
<tr>
<th></th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>5 Issues</th>
<th>7 Issues</th>
<th>10 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page Color</strong></td>
<td>$1,540</td>
<td>$1,460</td>
<td>$1,390</td>
<td>$1,310</td>
<td>$1,190</td>
</tr>
<tr>
<td><strong>Back Cover</strong></td>
<td>$2,930</td>
<td>$2,780</td>
<td>$2,630</td>
<td>$2,490</td>
<td>$2,270</td>
</tr>
<tr>
<td><strong>Inside Front Cover</strong></td>
<td>$2,460</td>
<td>$2,340</td>
<td>$2,210</td>
<td>$2,090</td>
<td>$1,910</td>
</tr>
<tr>
<td><strong>Color 2-page Spread</strong></td>
<td>$2,310</td>
<td>$2,190</td>
<td>$2,080</td>
<td>$1,960</td>
<td>$1,790</td>
</tr>
<tr>
<td><strong>Inside Back Cover</strong></td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,550</td>
</tr>
<tr>
<td><strong>1/2 Page Color</strong></td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
<td>$890</td>
<td>$810</td>
</tr>
<tr>
<td><strong>Full Page B&amp;W</strong></td>
<td>$940</td>
<td>$890</td>
<td>$850</td>
<td>$800</td>
<td>$730</td>
</tr>
<tr>
<td><strong>1/2 Page B&amp;W</strong></td>
<td>$740</td>
<td>$700</td>
<td>$670</td>
<td>$630</td>
<td>$570</td>
</tr>
<tr>
<td><strong>1/4 Page B&amp;W</strong></td>
<td>$610</td>
<td>$580</td>
<td>$550</td>
<td>$520</td>
<td>$470</td>
</tr>
<tr>
<td><strong>1/8 Page B&amp;W</strong></td>
<td>$330</td>
<td>$310</td>
<td>$300</td>
<td>$280</td>
<td>$260</td>
</tr>
</tbody>
</table>

All packages must be run within a year of scheduling.

Non-profits receive a 10% discount off the final amount.

All packages that are paid for and scheduled in advance receive an additional 5% discount.

There is a 20% fee for all cancellations submitted after the material deadline.

Web + Print Ads can be purchased as a package for a 10% discount off final amount (not to be combined with nonprofit discount).
## 2020 Issue Publishing Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Due date</th>
<th>Issue Drop</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>January 20</td>
<td>February 5</td>
</tr>
<tr>
<td>March</td>
<td>February 16</td>
<td>March 4</td>
</tr>
<tr>
<td>April</td>
<td>March 20</td>
<td>April 8</td>
</tr>
<tr>
<td>May</td>
<td>April 20</td>
<td>May 6</td>
</tr>
<tr>
<td>June</td>
<td>May 18</td>
<td>June 3</td>
</tr>
<tr>
<td>July/August</td>
<td>June 22</td>
<td>July 8</td>
</tr>
<tr>
<td>September</td>
<td>August 24</td>
<td>September 2</td>
</tr>
<tr>
<td>October</td>
<td>September 21</td>
<td>October 7</td>
</tr>
<tr>
<td>November</td>
<td>October 19</td>
<td>November 4</td>
</tr>
<tr>
<td>December/January</td>
<td>November 23</td>
<td>December 9</td>
</tr>
</tbody>
</table>
Online

Article Page Ads

$3,000/month

- Desktop: “fixed” to the bottom of the screen when scrolling.
- Mobile: Featured at the top of article pages.
- 30 days across all article pages
- Featured in our issue launch newsletter.
- Article pages account for 90% of our monthly traffic.

Specs: Due 8 days in advance of the issue launch. See the “Issue Publishing Schedule” for exact dates

- Desired Start Date
- Web URL
- W: 640px H: 200px
- Files must be sent as a JPG or PNG at 72dpi.
Online
Home Page Ads

<table>
<thead>
<tr>
<th>Months</th>
<th>Tile Ad</th>
<th>Double Tile Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$440</td>
<td>$880</td>
</tr>
<tr>
<td>3</td>
<td>$1,260</td>
<td>$2,520</td>
</tr>
<tr>
<td>5</td>
<td>$2,000</td>
<td>$3,950</td>
</tr>
<tr>
<td>7</td>
<td>$2,590</td>
<td>$5,250</td>
</tr>
<tr>
<td>10</td>
<td>$3,400</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

Specs: Due 1 week in advance of start date.

- One image, as JPEG or PNG at 72dpi
- Tile Ad: W: 250px H: 125px
- Double Tile Ad: W: 250px H: 250px
- URL

*There is an additional $150 charge for animated images (GIF files)

*Web + Print Ads can be purchased together as a package for a 10% discount (cannot be combined with 10% nonprofit discount)
Email Newsletter Ads

<table>
<thead>
<tr>
<th>Package</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>7x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Newsletter Banner</td>
<td>$550</td>
<td>$1,560</td>
<td>$2,500</td>
<td>$3,290</td>
<td>$4,300</td>
</tr>
</tbody>
</table>

Our online mailing list reaches 10,000+
Open and click-through rates are above industry
average at an average at an average 25% open rate and 10% click through rate.

**Specs:**

Due a week in advance:

- W: 600px H: 230px
- Desired week for ad
- Web URL
- Files must be sent as a JPEG at 72dpi.
Dedicated Newsletters

$1,800/newsletter

The entire newsletter (rather than one ad at the bottom) is centered on your event. This includes the subject line and content.

Dedicated newsletters can be reserved on a case-by-case basis. The subject and content qualification is approved at the Rail’s discretion.

**Specs:**

Due two weeks in advance:

- W: 600px
- Desired week for newsletter
- Web URL
- Files must be sent as a one JPEG at 72dpi.
Contracts & Contacts

Terms

Acceptance of contract rate by customer constitutes contract.

The Brooklyn Rail reserves the right to decline any advertisement.

In the event of an error, the Brooklyn Rail’s liability shall not exceed the cost of the space occupied by the error.

While the publication dates are subject to change, we strive to begin distribution of each issue on the first week of the month.

The Brooklyn Rail does not make any adjustments to an ad file once it has been received. This includes size, color, and registration. All artwork received is considered final.

Contact

Catherine Olson
Director of Advertising
catherine@brooklynrail.org
(718) 349-8427

The Brooklyn Rail
253 36th Street, Ste. C304, Unit 20
Brooklyn, NY 11232

https://brooklynrail.org/advertise
Best Practices for Newsprint Ads


- **Choose Images with plenty of contrast**
  It's hard to get a true deep black in newspaper printing, and details in dark areas can merge together and look “flat” in print. At the other end of the spectrum, pale and subtle tones will lose some definition and can look washed out. For best results choose photographs with a good range of midtones and enough contrast between important details to make sure they really stand out.

- **Check ink coverage for digital printing**
  In digital printing, colours with less than 20-30% ink coverage are likely to be very pale, or not visible at all in print. In general, we recommend keeping colours above 30%.

- **Consider your layout**
  Newsprint is thin and your images are likely to show through the paper. Design with this in mind, and be careful with dark photos backing onto pale photos.

- **Remember that colors look different in newsprint than they do on a screen**
  ...newspaper presses are working with a limited range of colours, especially compared to a screen. It’s important to expect some variation between your file and your newspaper.
“In the dark times in which we live, artists struggle to create spaces of resistance. The *Brooklyn Rail* is such a space, and more: it is a space of hope.”

— Alfredo Jaar, Artist