

ABOUT THE ONTARIO ASSOCIATION OF ART GALLERIES (OAAG)

The Ontario Association of Art Galleries (OAAG) is a registered charitable organization established in 1968. Through advocacy, professional development, and network building, OAAG fosters a sustainable, healthy, and diverse public art gallery sector to further the visual arts as a key component of the cultural life of the province.

OAAG AWARDS 2017

In 2013, 2.8 million Ontarians visited OAAG-affiliated galleries. With annual attendance, community engagement, and outreach rates continuously rising, the OAAG Awards bring recognition to these galleries, promoting their achievements locally and provincially.

Serving the Public

Each year, OAAG receives approximately 200 nominations from 30 art galleries across 20 cities throughout the province. These awards are a major benefit of membership as they play a vital role in peer recognition, help raise the profile of the public art gallery sector, and are highly prized by recipients.

The OAAG Awards Gala acknowledges both institutions and individuals. OAAG Awards recognize artistic merit and excellence and distinguish outstanding achievement in ten categories: Exhibition, Art Writing, Public Program, Education, Art Publication, Design, Partnerships, Lifetime Achievement, Colleague, and Volunteer.

The awards are instrumental in educating the public about the importance of Ontario's public art galleries as essential cultural resources and institutions.

Reception and Ceremony

The OAAG Awards begins with a reception where sponsors, OAAG members, and arts enthusiasts can network. The reception is followed by a ceremony and the presentation of the awards.

Every year OAAG collaborates with a different artist while producing a unique version of the OAAG Awards. Presenters and artists are diligently selected and include prominent visual artists as well as other professionals to fit the year's theme. The majority of guests are OAAG member and those with member affiliation. OAAG members represents 99% of Ontario's public art museums and galleries, as well as numerous artist-run-centres, art professionals, and other key decision-makers in the field

Commemorative Program Book

In honour of the 40th Awards, each guest will be gifted with a 2017 limited edition, ceremonial program catalogue. For the first time in OAAG Awards history, this commemorative book will be a hardcover publication featuring a series of curated photographs from OAAG and our members galleries, along with the 2017 OAAG Award Winners. Advertisers will share the pages with internationally recognized professionals including gallery leaders, directors, curators, art educators, and volunteers in Ontario's visual arts sector.

OAAG AWARDS BY THE NUMBERS

- Approximately 200-300 guests attend the OAAG Awards each year:
 - 50% of guests are from the GTA
 - 28% are directors and/or board members
 - 20% are curators and/or collections managers
 - 10% of guests are artists
- 6,160 people participate via OAAG's social media (Facebook, Twitter, & Instagram)
- OAAG receives 55,700 site visits/year (www.oaag.org)

ADVERTISING RATES & DIMENSIONS

MEMBERS RATE:

2017 OAAG Members receive a 5% discount. OAAG does not charge tax.

<i>Colour</i>		<i>Black & White</i>	
Full page	\$475. ⁰⁰	Full page	\$395. ⁰⁰
Half page	\$305. ⁵⁰	Half page	\$240. ⁰⁰
Quarter Page	\$200. ⁰⁰	Quarter page	\$150. ⁰⁰

NON - MEMBERS RATE:

<i>Colour</i>		<i>Black & White</i>	
Full page	\$500. ⁰⁰	Full page	\$415. ⁰⁰
Half page	\$320. ⁰⁰	Half page	\$255. ⁰⁰
Quarter Page	\$210. ⁰⁰	Quarter page	\$160. ⁰⁰

ADWORK DIMENSIONS:

Full page	5.5" x 7.5"	(33p x 45p)
Half page	5.5" x 3 ¹¹ / ₁₆ "	(33p x 22p1.5)
Quarter Page	2 ¹¹ / ₁₆ " x 3 ¹¹ / ₁₆ "	(16p1.5 x 22p1.5)

DETAILS:

When sending in ad artwork, please keep in mind:

- Artwork will be printed on matte, white paper
- Ads to be created at 100% full size
- 300 dpi at actual size
- No bleed
- Preferred format: pdfs created with press ready settings (PDF/X-1a:2001 if you have full acrobat)
- Other acceptable formats include:
 - Tiffs or jpegs (CMYK colour)
 - Adobe Illustrator, Adobe InDesign, or Quark Xpress files but must include fonts or outline text

ARTWORK DEADLINE: SEPTEMBER 5th, 2017

To book an ad in the 2017 OAAG Awards, 40th Edition ceremonial program catalogue, please contact:

Jessica Lukas, Secretariat Assistant at members@oaag.org or by phone at (416) 598-0714.

For more about sponsorship or other partnership opportunities, please contact Jessica Lukas.