

Listing Your Gallery in Southeastern Art Gallery News

Southeastern Art Gallery News provides a unique targeted opportunity to bring new buyers into your art gallery.

Remarkable Visitor Growth in One Year for www.southeasternartgallerynews.com

We started Southeastern Art Gallery News in November 2004 and by November 2005 we had attracted over 14,046 monthly visitors. See www.southeasternartgallerynews.com/sagnstatsprivate.htm for the breakdown of where our visitors are located.

Our traffic is generated by three sources 1) Goggle, 2) referrals from subscribers and visitors and 3) our monthly email newsletter that is sent to a very unique database of art gallery visitors and likely art gallery visitors and collectors.

We created a proprietary software program that searches the Internet for the names of art collectors, executives and managers of Atlanta firms and then matches these names up with the email addresses located in other Internet databases. Since the statistics in major cities indicate only 5% of the population have ever visit an art gallery, we know that high income individuals living in the suburbs of a major city are the target demographic we are seeking to reach for our gallery owners.

We have now expanded that software search program to look for collectors, executives and managers of all regional and national firms located in our 35 city southeastern area of coverage. By listing your gallery on our web site and in our newsletter, you will have private access to this targeted database of collectors and high income families. We do not make this private database available to any other organization or entity in any form.

Reach only the People you Want to Reach with our Target Publication

For as low as \$30 per month you can reach over 14,046 visitors in a month for a low CPM of \$2.14. This rate is based on the current Atlanta statistics for the past 12 months. For new galleries listing in other southeastern cities, the number of visitors from your city will be lower, but it can be reasonably expected to reach these numbers within twelve months much like the growth rate we achieved in Atlanta by using and expanding on the same promotion techniques.

Our low rates are only possible because of our all digital format. We eliminate the costly expense of a printed guide which is expensive to create and distribute which can waste over 67% of your cost. Our visitors come to our web site each month and read our content. Our readership figures are based on actual web site hits, and not an arbitrary amount of magazines placed on the street. We are reaching our customers where they work, live and play through a 100% voluntary opt-in free

subscription plan.

Combined Web Page and Newsletter Exposure

We send out email alerts and a monthly newsletter which is sent to free subscribers. The newsletter contains an update of the current and upcoming exhibits at your gallery. This newsletter is in simple text format and will include your gallery exhibition information and links to the SAGN web site. The key to bringing people back to your gallery each month is a consistent reminder of your upcoming exhibitions. For a fraction of the cost of sending out post cards, you can reach individuals at work, home and on their iPods and MP3 players.

Your listing will be viewed by thousands of collectors, dealers, curators, artists, interior decorators, museums and frequent gallery visitors.

Now Reach the Art Patron virtually Any Place

The iPod technology is now mainstream technology. We are currently working on our new iPod notification service and will be included for free to our advertisers when available. This will take the form of an audio description of the art and artists in your upcoming exhibitions. As an example The Museum of Modern Art, New York is offering free Pod casting service where their web visitors can subscribe to free audio programs produced by their museum staff.

Each gallery advertising on the SAGN web site can place their Podcasting Link in the directory listing. To create an audio podcast you need only use your PC to create an audio file placed on your web site and send us the link. The new iPod Nano now makes it possible to podcast images and movies. As this technology becomes more main stream, we will off this capability to our advertisers. We can send you a link to a brief iPod tutorial document.

We are now expanding our coverage to the cities listed below.

Alabama
Birmingham
Mobile

Florida
Destin
Ft. Lauderdale
Miami
Naples

Orlando
Panama City
Pensacola
Tallahassee
Tampa
West Palm Beach

Georgia
Atlanta

Macon
Savannah

Louisiana
Baton Rouge
New Orleans

Mississippi
Jackson

North Carolina
Asheville
Charlotte
Durham-Raleigh
Wilmington
Winston Salem

Tennessee
Knoxville
Memphis
Nashville

Virginia
Alexandria
Arlington
Chesapeake
Newport
Norfolk
Richmond
Virginia Beach

South Carolina
Hilton Head
Charleston
Columbia

Southeastern Art Gallery News Gallery Advertising Insertion Order

Print out these four pages, complete all boxes and mail to Southeastern Art Gallery News, 5805 State Bridge Road, Suite 166, Duluth, Ga 30097. If this is your first time listing your gallery in our publication, you must send an advance payment in the form of a check or money order made payable to Southeastern Art Research, LLC the owner of Southeastern Art Gallery News.

Gallery/Artist/Photographer _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Web site URL _____

New customer () Current Customer ()

List my gallery or work under this city _____

Circle the monthly rate and total below for the advertising space you wish to purchase.

Number of Months	Monthly Rate	Total
<i>Art Gallery Directory Page</i>		
Three Months	\$45	\$135
Six Months	\$40	\$240
One Year	\$30	\$360
<i>New Artist/Photographer</i>		
Three Months	\$30	\$90
Six Months	\$25	\$150
One Year	\$20	\$240
<i>Full Page Advertisement</i>		
Three Months	\$150	\$450
Six Months	\$130	\$780
One Year	\$120	\$1,440

Gallery Exhibit Directory Section

Your gallery listing includes two updates each month to cover a two week exhibition period. Any additional changes will incur a \$30 production charge. Your gallery exhibition information is listed by our city names. We group galleries near other listings that are close to your street address. This helps our readers plan their gallery visits.

Your information and images must conform to our space requirements. The directory space consist of two rectangles, 280 pixels in width and 200 high on the computer screen. Your images are cropped to fit our space requirements.

New Artists and Photographer Section

We list your paintings, sculptures or photographs on the New Artist page under the nearest city that we cover in the Southeastern US. If you reside outside this area, you may still have your work listed in this section under the heading of "other area".

Your gallery listing includes two updates or changes each month. All additional changes to your listing will incur a \$30 production charge. You must supply images of your artwork and a picture of yourself if you wish to have this included in your bio or artist statement. Your listing in this area will include your short bio and artist's statement along with three images of your art. Each image will be clickable to include an enlargement of the painting, sculpture or photograph. We do not include links to any commercial photography web sites. You may include your email address in your artist bio.

Other free options available to all gallery owners is the delivery of your current and upcoming exhibit information in our monthly newsletter distributed to all of our subscribers in our entire database regardless of the location of the subscriber. You may also include your pod cast link in our directory listing or your artist bio. This pod cast may not contain any references to any web site URL.

Digital Submission Requirements for your Advertisement

You must send an email to johnrapp@bellsouth.net and in the email include the gallery and exhibition information or artist bio and statement. You should attach any images in .jpg or .gif format to the email message. Do not send thumbnail images. Your image should be about 400x 400 pixels or an image close to these dimensions. We can reduce your images to fit our needs but cannot expand smaller images. We do not change the proportions of the images to fit to our picture boxes, but we sometimes have to crop the images for a proper fit.

Payment Instructions

Include your check or money order made out to Southeastern Art Research, LLC and mail to Southeastern Art Gallery News, 5805 State Bridge Road, Suite 166, Duluth, GA 30097. Email questions to johnrapp@bellsouth.net.

Terms and Conditions

I have read and agree to the terms and conditions stated on this contract. By signing this contract, the advertiser hereby agrees to all the following terms:

As an express condition of this agreement, advertiser agrees that Southeastern Art Gallery News

may, at its sole discretion, publish the advertisement or gallery listing on any of Southeastern Art Gallery News web site pages and in the email newsletter edition of Southeastern Art Gallery News.

Claims: All claims must be made in writing to Southeastern Art Gallery News 30 days after the month in which the gallery listing or advertisement appears. Failure to make such claim shall constitute an irrevocable acceptance of the advertisements as published. In the event of an error, Southeastern Art Gallery News' liability is limited to correcting the error and providing the gallery owner with an additional free month of the same advertisement or gallery listing.

Southeastern Art Gallery News shall not be liable for any incidental or consequential damages.

Collections: Advertiser will pay to Southeastern Art Gallery News all costs and expenses, including attorney fees and court fees, which are incurred in attempting to collect from the advertiser the total amount due for any advertisements published for the advertiser or for his/her authorized representatives.

Gallery listings are limited to existing gallery listing format as seen on our web site at www.southeastern-artgallerynews.com. Positioning of advertisements and listings is at the discretion of the Publisher, except when a specific position is confirmed by the publisher in writing.

Payments must be made by money order or check in US dollars drawn at a US bank. No agency commissions will be paid on listing space. Payments are due with the insertion order for all new listing contracts. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges shall become immediately payable.

Southeastern Art Gallery News expressly warrants that the advertisements published in its Southeastern Art Gallery News will be produced in accordance with accepted industry standards. Southeastern Art Gallery News makes no other warranties except as set forth in writing and signed by its duly authorized officer.

This agreement is the entire agreement between the parties concerning customer's purchases from Southeastern Art Gallery News and all contemporaneous agreements are merged herein. All amendments hereto and waivers of any rights granted shall be in writing and signed by the parties. All of the customer's purchases from Southeastern Art Gallery News shall be subject to this agreement and to the terms of Southeastern Art Gallery News' invoices, statements, and its other account documents. If there is any conflict between the terms of this agreement, on the one hand, and the terms of Southeastern Art Gallery News' invoices, sales confirmations, statements or its other account documents, on the other hand, then the terms of this agreement shall control. This agreement shall bind and benefit the heirs, successors and assigns of the parties. If any term of this agreement is unenforceable, the other terms shall remain in full force and effect. This agreement shall be construed according to its fair meaning and not for or against any party. Verbal agreements are not recognized.

Advertising contracts must be completed within one year of date of first insertion. This contract serves as an insertion order for listing space. *No refunds are provided for canceled contracts.* New advertising rates go into effect with each January. Southeastern Art Gallery News reserves the right to decline any advertisement which it judges inappropriate or for any reason undesirable and reserves the right to edit copy when necessary. Publisher is not liable for delays in delivery or for non-delivery or for any condition affecting the production or delivery of information on the web page or in the monthly newsletter in any manner.

Southeastern Art Gallery News will not be responsible for any damages including loss of data resulting from delays, non-deliveries, misdeliveries of information or service interruptions of web site availability caused by negligence of the client or Southeastern Art Gallery News or web hosting firms, errors or omissions, or due to inadvertent release or disclosure of information sent by the advertiser for any advertising on the Southeastern Art Gallery News Web site or the email newsletter editions of Southeastern Art Gallery News.

*Rates are effective from January 2006 to December 2006

SIGNATURE OF AGREEMENT BETWEEN Southeastern Art Research, LLC and Advertising Client

Signature of Owner or Officer _____ Date _____