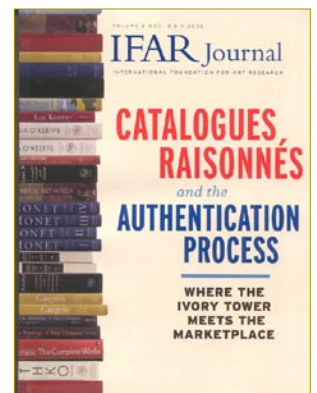
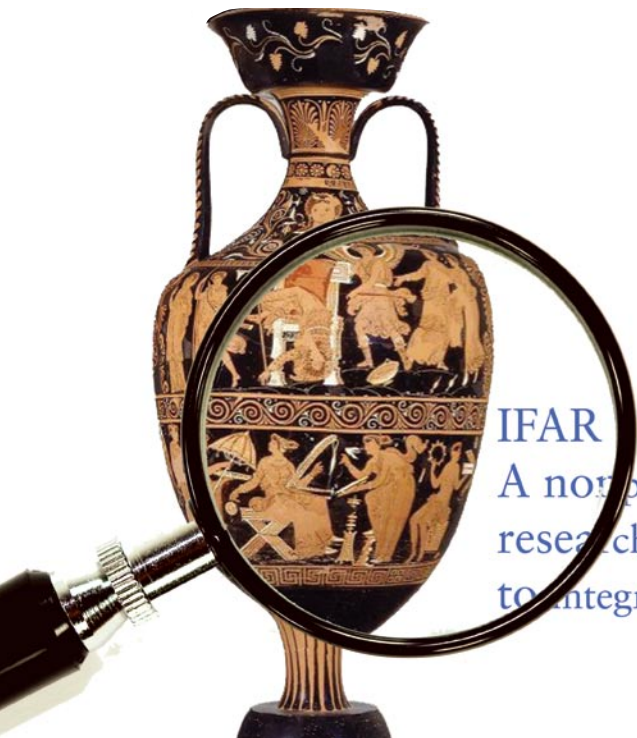
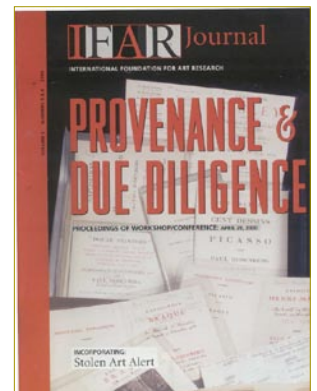
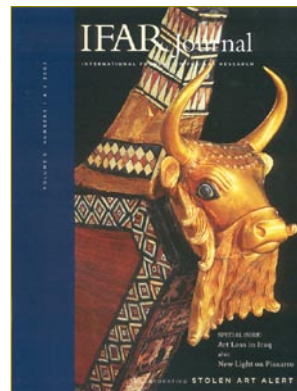
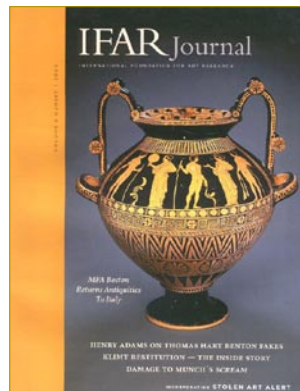
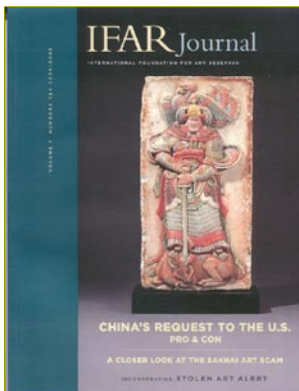


IFAR

INTERNATIONAL FOUNDATION FOR ART RESEARCH



Media Kit



IFAR
A nonprofit educational and
research organization dedicated
to integrity in the visual arts

The International Foundation for Art Research (*IFAR*), headquartered in New York, was established in 1969. It is an influential and unique educational and research organization dedicated to integrity in the visual arts. Working at the intersection of art scholarship, art law, and the public interest, *IFAR* has, for 40 years, served as the source of objective information on art authenticity, forgery, fraud, law, ethics, theft, looting, and restitution.

IFAR organizes public programs and symposia that bridge the gap between the academic, collecting, and commercial art worlds. *IFAR* provides a neutral forum for discussion and commissions original research. It is also the publisher of the quarterly *IFAR JOURNAL*, as well as the *IFAR* Website, which provides access to a rich trove of hard-to-find material that *IFAR* has compiled over decades.

IFAR is the recipient of numerous awards, including: a Gold Medal of Honor from the National Arts Club; the 2007 Annual PADA Grant; a National Leadership Grant from the Institute for Museum and Library Services (IMLS); certificates of appreciation from the F.B.I. and U.S. Customs Service; several publication awards from the American Association of Museums; and mention in the U.S. Federal Register.

IFAR is a 501(c) (3) not-for-profit organization. It is now offering the advertising community an opportunity not only to advertise in the *IFAR JOURNAL* and on the *IFAR* Website, but to help support this worthwhile organization through advertising dollars.

Welcome to the World of *IFAR*!

IFAR Journal



“I always read the *IFAR Journal* from cover to cover. It’s a must read for anyone in the art world.”

Milton Esterow, Editor and Publisher, ARTnews.

The *IFAR Journal* is a lively, but substantive, compendium of articles, book reviews and news stories in *IFAR*’s field of interest—authenticity, ownership, theft, preservation, and other artistic, legal, ethical and practical issues concerning art objects.

Articles have discussed Benton and de Chirico fakes, the Rembrandt Research Project, and the routes of Holocaust-era looted art into the U.S. The “Looking at Art” feature brings us the up-close and personal insights of experts. Special double-issues of the *JOURNAL* treat a topic in depth — such as “Provenance and Due Diligence” and “Art Loss in Iraq” — and have become collectors’ items.

Each *JOURNAL* features the world famous **STOLEN ART ALERT**, published by IFAR since 1977! The **ALERT** brings our readers up-to-the-minute information on the biggest art thefts, as well as the lesser known works of art that have been stolen or recovered. This convenient—and sought after—reference tool can be found nowhere else. It is one of the many reasons our readers need—and remain loyal to— *IFAR JOURNAL*.

IFAR Journal

“Intelligently edited and attractively produced, it is essential reading for any collector, curator, historian, or expert concerned with the problems of attribution, authenticity, legal title, and provenance that increasingly occupy the art world today.”

—Theodore Reff, Professor Emeritus, Columbia University, and eminent Degas specialist

Produced in four-color format, elegantly designed, and written for lay audiences by renowned specialists, the quarterly *IFAR JOURNAL* has become the cannot-live-without source of information for the most famous museums in the world, as well as: art dealers, law enforcement officials, lawyers, insurance companies, and, of course, collectors and the general public. *IFAR JOURNAL* is a must buy for your advertising dollars to reach this upscale, diverse group of readers.

The *JOURNAL*, *IFAR'S* signature publication, has won several awards in the American Association of Museums' Annual Publication Contest. Articles are frequently cited—and reprinted—in other publications, and many are included in the curricula of the most prestigious universities in the country.

Your ads will be in good company!



IFAR Journal

CIRCULATION

With its multifaceted roles as trusted educator, think tank, information clearinghouse, research facility, and “watch-dog,” *IFAR*—and its signature publication, *IFAR JOURNAL*—services a wide range of individuals and institutions all over the world.

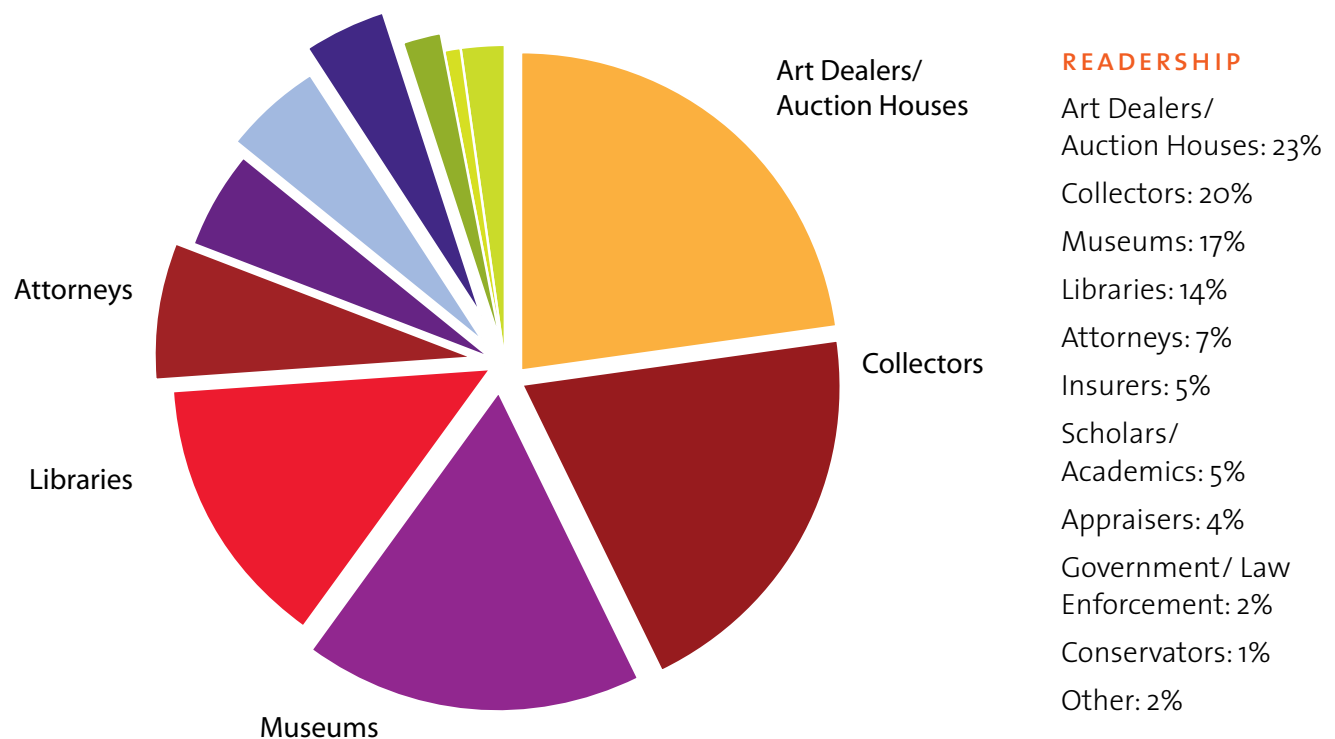
DISTRIBUTION

Published and edited in New York, *IFAR JOURNAL* goes to subscribers in 19 countries on 4 continents, including:

- The United States
- England
- France
- Switzerland
- Australia

IFAR JOURNAL enjoys a remarkable 90%+ retention rate—a loyalty repaid to our advertisers.

With a pass-along rate of 7.3 people a copy, the world’s finest museums, libraries, universities, and galleries have *JOURNALS* for the public—and art professionals—to view. *IFAR JOURNAL* has a long shelf life. Back issues and entire back runs are regularly sold.



IFAR Journal

Ad Rates & Specs

“The *IFAR Journal* is now indispensable for collectors, dealers, and museums in these difficult times trying to decide subtle problems of ownership and authenticity.”

—Eugene Victor Thaw, Collector and Retired Dealer

Display Ad Rates

BLACK-AND-WHITE

Full-page: \$1,000

Half-page: \$ 550

Quarter-page: \$ 300

COLOR

Full-page: \$2,500

Directory Listings

(Announcements of services, exhibitions, auctions, events, jobs)

Price: \$15 per line
(maximum ten lines)

Price: \$10 per line
(for IFAR Annual Supporters at \$250 and above)

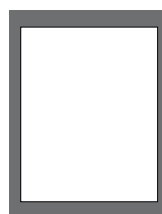
Frequency

All rates are per insertion

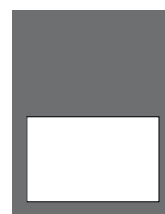
5% discount for one year commitment
(prepaid)—four consecutive issues

Ad Sizes (in inches)

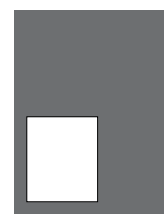
Journal page measures 8 1/2" x 11", edge to edge



FULL PAGE



HALF PAGE



QUARTER PAGE

FULL-PAGE

Size not to exceed 7 1/4" wide x 9 1/4" high
(with border)

Bleed: Only available for full-page ads
Back color or image extended to 1/8" beyond the full-page dimensions (8 1/2" x 11") on all four sides

HALF-PAGE HORIZONTAL

Size not to exceed 7" wide x 4 1/2" high
(with border)

(Half-page vertical is not available.)

QUARTER-PAGE

Size not to exceed 3 1/2" wide x 4 1/2" high (with border)

IFAR Journal

Ad Rates & Specs (continued)

Additional Ad Information

FORMAT

All *IFAR JOURNAL* ads should be submitted to IFAR as print-ready pdfs.

RESOLUTION

Images must be 300 dpi.

TYPE

Knockout white type must be no smaller than 7 points.

SUBMISSION

- Direct any questions to the advertising production department at (212) 391-6234.
- Ads should be sent (with prior notification) via e-mail to: kferg@ifar.org.
- Prior notification by e-mail must include the advertiser's name, e-mail address, and telephone.

SUBMISSION DEADLINES:

IFAR JOURNAL is published quarterly. Print-ready pdf is due five weeks prior to publication.

Please contact *IFAR* for specific deadlines: (212) 391-6234.

TYPESETTING/AD DESIGN:

\$100 fee for *IFAR* to design the ad (Includes pdf via e-mail or faxed proof.)

PAYMENT

Payment is required at the time the ad is submitted to IFAR. Please complete the form below and mail it with a check or credit card information to: Advertising Manager, *IFAR*, 500 Fifth Avenue, Suite 935, New York, NY 10110. If by credit card, you may also fax it to: Advertising Manager, *IFAR*: (212)391-8794.

FOR ADDITIONAL INFORMATION, CONTACT

Advertising Manager

INTERNATIONAL FOUNDATION FOR ART RESEARCH

500 Fifth Avenue, Suite 935
New York, NY 10110

TEL: (212) 391-6234

FAX: (212) 391-8794
advertising@ifar.org
www.ifar.org
kferg@ifar.org

IFAR Website

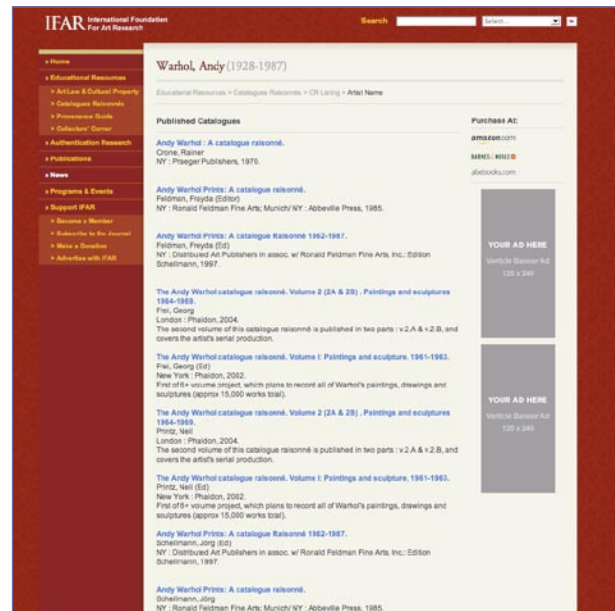
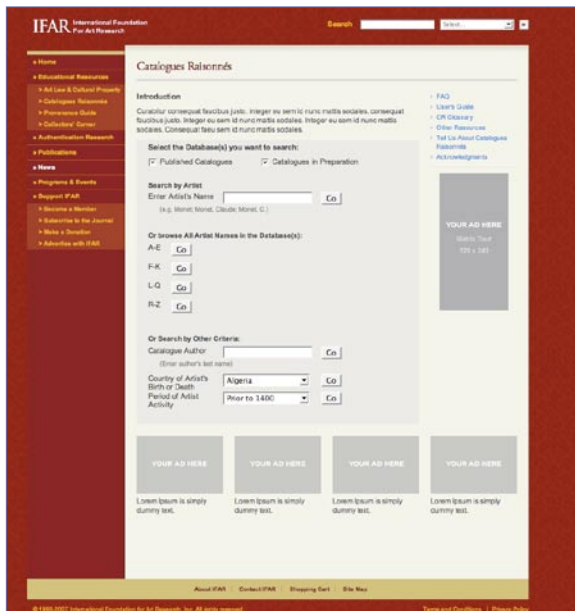


Redesigned and vastly expanded in 2008, *IFAR*'s new Website contains a treasure-trove of information gathered by *IFAR* over many years.

With more than 1.25 million “hits” annually before expansion, www.ifar.org was already a popular site. But it is certain to grow as word of its unique content spreads. In addition to information about *IFAR* and *IFAR* programs and publications, the new site contains selected articles from *IFAR JOURNALS*, transcripts of selected *IFAR* programs, highlights from the Stolen Art Alert, and a major new section devoted to Art and Cultural Property Law. This section was funded, in part, by a National Leadership Grant from the Institute of Museum and Library Services (IMLS), a federal agency.

IFAR's new Website also contains information on [CATALOGUES RAISONNÉS](#)—scholarly compilations of an artist's body of work. These critical research tools are germane to *IFAR*'s work in authenticity and provenance research. In particular, *IFAR*'s new site features two important—and unique—[CATALOGUES RAISONNÉS DATABASES](#)—one database for catalogues that have been published, and another for catalogues in progress. This information is extremely hard to find. Indeed, *IFAR* has devoted many years to compiling it. The databases are living, expanding documents, guaranteed to become important and much talked-about resources for art professionals, scholars, and collectors. Many funders, recognizing its importance, have helped make this section of the Website possible.

IFAR Website



Advertisers have a unique opportunity to become part of the *IFAR* Website. *IFAR* is making limited advertising space available on the site. Space is offered in the section—and *only* in the section—devoted to the [CATALOGUES RAISONNÉS DATABASES](#). This is your opportunity to be part of this unique and sure-to-be-talked-about and cited resource. Users of the databases will consult them on a regular basis, as information will always be changing. Advertising space will be available in quarterly segments and renewable, monthly segments. Currently, there are two types of ads and sizes:

1. VERTICAL BANNER: 120 x 240 pixels.

Currently, vertical banner ads appear on the Catalogue Raisonné main “search” page and the “Search Result for Artist” page. Up to three vertical ads may be accommodated. Vertical Banner ads conform to the Internet Advertising Board Standard (<http://www.iab.com>).

FILE FORMAT GUIDELINES:

- Gif and JPEGs Accepted
- Maximum file size is 30k
- GIF Animation: No loop maximum, but total animation for all loops combined cannot exceed 15 seconds.

Please E-mail completed ad files to: kferg@ifar.org

2. RECTANGLE: 150 x 100 pixels.

Rectangular ads are custom size. Up to four ads can appear on the bottom of the Catalogue Raisonné Database main “search” page. Additional rectangular ads may be added to other pages.

FILE FORMAT GUIDELINES:

Please see Guidelines under Vertical Banner.

Website Ad Rates

RECTANGULAR AD

\$500 per month

VERTICAL BANNER AD

\$1,000 per month

Priority given to three-month commitments.

50% surcharge for guaranteed main search page placement.

IFAR

Order Form

Name	
Company	
Address	
City • State • Zip	
Daytime Phone	Fax
E-mail	

Payment Method

<input type="checkbox"/> American Express <input type="checkbox"/> Check <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa	
Credit Card No.	Expiration Date
Name as Printed on Card	
Signature	Date

Advertising Selection

<input type="checkbox"/> IFAR JOURNAL	<input type="checkbox"/> IFAR Website
Please select from the following choices (For more information and submission guidelines, see page 6)	Please select from the following choices (For more information, and submission guidelines, see page 9)
BLACK-AND-WHITE <input type="checkbox"/> Full-page: \$1,000 <input type="checkbox"/> Half-page: \$ 550 <input type="checkbox"/> Quarter-page: \$ 300	RECTANGULAR AD <input type="checkbox"/> \$500 per month VERTICAL BANNER AD <input type="checkbox"/> \$1,000 per month Number of months <input type="text"/> 50% surcharge for main "search" page <input type="text"/>
COLOR <input type="checkbox"/> Full-page: \$2,500	
ARTWORK <input type="checkbox"/> Will send mechanicals <input type="checkbox"/> IFAR to design: \$100	NOTE: Priority given to three-month commitments TOTAL PAYMENT: <input type="text"/>

PLEASE MAIL/FAX COMPLETED FORM TO:

Advertising Manager

INTERNATIONAL FOUNDATION FOR ART RESEARCH

500 Fifth Avenue, Suite 935

New York, NY 10110

TEL: (212) 391-6234

FAX: (212) 391-8794

advertising@ifar.org

www.ifar.org