

Media Kit
2024

CORNELIA

**Sponsor the only publication
dedicated to the visual arts
community in our region.**

Contact

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a **VISUAL ARTS REVIEW** for
WESTERN NEW YORK and
SOUTHERN ONTARIO

corneliomagazine.com



What is Cornelia?

Cornelia is a visual arts review magazine published 3-times a year by the Buffalo Institute for Contemporary Art.

Named in honor of Cornelia Bentley Sage Quinton —a painter as well as the first woman to serve as the director of an art museum in the US at the Albright Knox and the only Buffalonian

to serve as the director of the museum — we hope to honor and record the history and future contributions of the arts in this region for national and international dialogues.

How Can You Help?

Buy an ad to promote your business!

There are currently no other publications targeted specifically to the arts and culture community in our region, so this is a great way to promote your business to an audience of cultural consumers.

Our Distribution

Between 2000 to 2500 copies of each issue of Cornelia are distributed to museums, art galleries, coffee shops, and businesses from Rochester to Toronto.

Advertisements serve as a great place to promote events and exhibitions that are upcoming and highlight businesses that value the contribution that the visual arts make to our culture and lives.

What You Support

Your sponsorship in Cornelia is more than just an ad!

About half of our budget goes straight back into the creative ecosystem in our region. We pay the writers we publish, an editor, and a graphic designer. The other half goes to printing.

The Buffalo Institute for Contemporary art is a 501(c)(3) non-profit, and your sponsorship is also tax deductible.

Issue 15

Summer 2024

Pitching	February 16
Booking Deadline	March 15
Ad Art Due	March 28

Issue 16

Fall 2024

Pitching	June 17
Booking Deadline	July 15
Ad Art Due	July 24

Issue 17

Winter 2025

Pitching	October 21
Booking Deadline	November 15
Ad Art Due	November 27



Full

8 W × 10 H in.
+ 0.125 bleeds, all sides

Live Area:
7 W × 9 H in.

Quarter

3.5 W × 4.625 H in.

Live Area:
3 W × 4.125 H in.

Half, Horizontal

7.25 W × 4.625 H in.

Live Area:
6.75 W × 4.125 H in.

Half, Vertical

3.5 W × 9.5 H in.

Live Area:
3 W × 9 H in.

Want design help?

For just \$100 BICA will design your ad for you.

*When you look cool,
we all look cool.*

Full Page Special \$825 USD

A full-page, full-color ad in a high profile location like the inside cover or back cover of the magazine.

Art Size: 8 W × 10 H in.
Live Area: 7 W × 9 H in.
Bleeds: + 0.125, all sides
File Size: 8.25 W × 10.25 H in.

Full Page Standard \$550 USD

A full-page, full-color ad.

Art Size: 8 W × 10 H in.
Live Area: 7 W × 9 H in.
Bleeds: + 0.125, all sides
File Size: 8.25 W × 10.25 H in.

Quarter Page \$165 USD

A quarter-page, full color ad.

Art Size: 3.5 W × 4.625 H in.
Bleeds: + 0.125, all sides
Live Area: 3 W × 4.125 H in.
File Size: 3.75 W × 4.875 H in.

Half Page, Horizontal

\$275 USD

A half-page, full color ad.

Art Size: 7.25 W × 4.625 H in.
Live Area: 6.75 W × 4.125 H in.
Bleeds: + 0.125, all sides
File Size: 7.5 W × 4.875 in

Half Page, Vertical

\$275 USD

A half-page, full color ad.

Art Size: 3.5 W × 9.5 H in.
Live Area: 3 W × 9 H in.
Bleeds: + 0.125
File Size: 3.75 × 9.75 in.

Supporter \$50+

If you're not interested in an advertisement, but still want to sponsor the magazine we'd love to have your support. We're happy to recognize your support below the masthead on the next issue.

On all art, please make sure:

Fonts are outlined

File is saved at 300 dpi

Please send art files, saved as a .PDF, to emily@thebica.org

PS: If you're having trouble with design or these ad specs, you can email Emily about that too.