



Smithsonian Institution

Archives of American Art

Jacques Seligmann & Co. records, General Correspondence: Art Digest, 1926-1939, undated

Extracted on Mar-29-2024 04:28:47

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WHY THE ART DIGEST IS ISSUING
THIS
SPECIAL GOLDEN GATE EXPOSITION NUMBER

CALIFORNIA CULMINATES! That, in a phrase, sums up The Art Digest's interest in this tremendous event in the West. For the past 13 years, while other American art publications ignored the news from "two-thirds" of a nation, The Art Digest carefully chronicle this activity, calmly weighed it as national news in the balancing scales of editorial judgment, and refused to localize its editorial content to the Eastern Seaboard. As late as 1936 one California critic was impelled to note that: "The Art Digest is the only art magazine that even knows there is art interest in California." The great art program at the Golden Gate Exhibition justifies these 13 years of The Art Digest's editorial judgment. The publication of this Special Number is a logical culmination - away from the East Coast The Art Digest ran ahead 10 to 1 in regular circulation; with the Golden Gate Number it will be 20 to 1. Progressive art firms know that the New York market is not enough - they are now conscious of the necessity for a national market. This Golden Gate Special Number is your golden key to the least explored market of Greater America.

Salient Features
Circulation: 20,000 plus
Illustrations: 75-100
Number of pages: 60 or more
On sale in the galleries
*Low Advertising Rates
Closing date: March 7

*Although the circulation for this Special Number will be almost double that of regular issues, the rates will remain the same.

LOW SPACE RATES

FULL PAGE: Price, \$200. Size: 7 1/4 x 10 3/4 high. A full page assures you the best possible position; allows room for use of one very large cut or several smaller ones.

HALF PAGE: Price, \$110. Size (horizontal) 7 1/4 x 5 1/4 high, or (vertical) 3 1/2 x 10 3/4 high. You may choose either to suit the type of layout that will be the more effective.

FULL COLUMN: Price, \$75. Size: 2 1/4 x 10 3/4 high. Column ads will be interspersed with reading matter throughout the issue.

QUARTER PAGE: Price, \$56. Size: 3 1/2 x 5 1/4 high. Excellent for delivering your message with one telling illustration. (Smaller space will be charged for at the rate of \$7 per inch. The advertising department will gladly help with the layouts.)

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THE ART DIGEST,
115 EAST 59TH STREET, NEW YORK, N. Y.

Please reserve _____ advertisement for me in the best possible location in your SPECIAL NUMBER for the GOLDEN GATE EXPOSITION which will appear on March 15, 1938, for which I agree to pay _____

Name of Firm _____

Copy to Care _____ Street _____

City _____ State _____

By _____

1938

CLOSING DATE FOR COPY MARCH 7

ART DIGEST

THE ART DIGEST,
116 EAST 59TH STREET, NEW YORK, N. Y.1939

Please reserve advertisement for me in the best possible location in
your SPECIAL NUMBER for the GOLDEN GATE EXPOSITION which
will appear on March 15, 1939, for which I agree to pay

Name of Firm.....
Street.....
City State
By

Copy & Cuts
[[box]] Mailed
[[box]] Will follow

CLOSING DATE FOR COPY MARCH 7

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1926-1939, undated
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