

exclusively for
**Artprice
Stores**
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[ARTPRICE INTELLIGENT LINKS]

Advertise with Artprice

New opportunities for you

My ARTPRICE STORE

Your full advertising package with Artprice.com

Artprice.com pages now open to your advertising

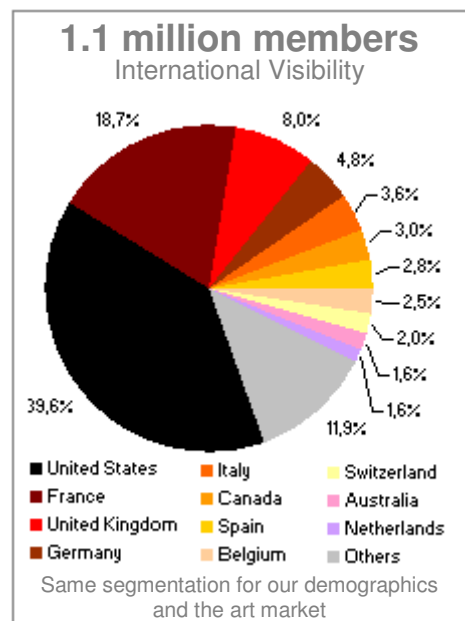
Artprice is the world leader in art market information with over 25 million auction prices and indices covering over 342,000 artists collected from 2,900 international auction houses.

Artprice is the first art marketplace in the world for buying and selling fine art and antiques with 49,000 artworks put on sale by 14,000 galleries and art professionals.

The advertising services are only available to clients with an Artprice Store.

Why advertise with Artprice?

- 1. Unique audience**
 - 2,100,000 visitors monthly
 - 1,100,000 members, regular clients
 - 3,470,000 requests indexed by Google
 - 90,000 visitors per day on the Homepage
- 2. Relevant customers**
 - Active art buyers and sellers, decision makers, not random surfers
 - Visitors' profile: private collectors, dealers, professionals, institutions
- 3. Highly targeted**
 - Reach buyers and sellers of the artists you represent by inserting your ad in the artists' pages you want
 - Your advertising is included into the key editorial area for real effectiveness
 - Exclusive display: only 3 advertisers per year for one artist
 - 342,000 referenced artists
- 4. Flexible**
 - Combine a wide range of advertising placements: home page, artists' page, art market pages, newsletter,....
 - No need to be a computer literate
 - Online management tool to insert, modify or renew your advertising
 - Annual advertising plans on request



Online advertising placements

HOMEPAGE

90,000 visitors per day. The place to be seen on the international art market

ARTISTS PAGES

342,000 targeted advertising spaces. Target the collectors who buy the artists that you sell.

MARKET PLACE

49,000 advertised artworks. In the heart of the first art marketplace of the world.

NEWSLETTER

1,100,000 opt-in members. The ultimate resource for events and exhibitions.

Online Advertising Rates Card

Benefit from the exceptional launch prices. 50% discount.

Online Advertising Placement	Period	Regular Price		Launch price 50% discount!	
		EUR	US\$	EUR	US\$
Homepage	Week	EUR 1,990	US\$2,590	EUR 995	US\$ 1,295
Artists main page – A Group	Year	EUR 2,390	US\$3,110	EUR 1,195	US\$ 1,555
Artists main page – B Group	Year	EUR 1,190	US\$1,550	EUR 595	US\$ 775
Artists main page – C Group	Year	EUR 790	US\$1,030	EUR 395	US\$ 515
Ads pages	Month	EUR 590	US\$770	EUR 295	US\$ 385
Newsletter	Week	EUR 990	US\$1,290	EUR 495	US\$ 645

Non contractual information before the official launching of the service

Customized advertising campaign upon request.
Contact us to study an adapted plan for you.

Call us at +33 472 421 732

Email us at advertising@artprice.com

FACT SHEET

Company	Artprice, French limited company with a capital of € 6,250,000, incorporated in 1997 and mainly held by Server Group (SAA with a capital of € 93 million) founded in 1987 by Thierry Ehrmann. Headquarters, Saint Romain au Mont d'Or – LYON (France). Artprice is listed on Eurolist by Euronext Paris : Euroclear : 7478 – Bloomberg : PRC – Reuters : ARTF
Sector	Art market databases - Fine Art & Antiques (furniture and decorative arts)
Products & Services	<p>Art market databases</p> <ul style="list-style-type: none">25 million indices and auction records342,000 listed artists36,000 signatures and monograms120,000 artist biographies11,000 econometric analyses <p>Access with subscriptions, one-day pass, units or CD-ROM Auction watch on 2,900 auction houses in 40 countries</p> <p>A standardized art marketplace to buy and sell</p> <ul style="list-style-type: none">140,000 artworks featured49,000 advertised artworks14,000 art dealers and professionals10.9% monthly growth2 million queries on the marketplace per month1.3 billion euros of artworks for sale in 2005 (<i>source: 2005 report of the « Conseil des ventes volontaires de meubles aux enchères publiques » (cf. p.34 Documentation Française)</i>) <p>Department of art econometrics</p> <p>Produces econometrics data and reports upon request from banking/insurance sectors and art investors.</p> <p>Press Agency</p> <p>ArtMarketInsight supplies art market data and content to the daily, art and financial press throughout the world. 184 titles, amongst them: Art in America, The New York Times, CNN, CNBC, The Economist, Antiques Trade Gazette, The Art Newspaper, Le Monde, Les Echos, Le Journal des Arts,...</p>
Audience	<ul style="list-style-type: none">2,100,000 visitors monthly1,100,000 log-in members3,470,000 Google indexed URLs90,000 Artprice Home Page visitors per dayActive art buyers and sellers, decision makersFree email alert for their listed artists (up to 90 artists)Visitors' profile: private collectors, curators, institutions, auctioneers, art dealers, bank / insurance,...Geographic breakdown: 40% America – 45% EuropeWorldwide visibility, website available in 5 languages: English, French, German, Spanish, Italian
Partners	<ul style="list-style-type: none">2,900 auction houses3,500 affiliates14,000 galleries
Contact details	Artprice, Domaine de la Source. B.P. 69, 69270 Saint Romain au Mont d'Or, France +33 478 220 000 / +33 478 220 606 www.artprice.com