



SEE YOUR BUSINESS SHINE WHEN YOU ADVERTISE WITH GLASS ART SOCIETY!

Whether you want to increase your visibility, drive sales, or gain followers, there are dozens of ways to reach the glass art community through GAS. From website banners to targeted emails and everything in between, you will find exactly what you need to promote your business.

TO RESERVE AN AD: Order online [here](#). If using a discount, please email your request to communications@glassart.org and we will process your order.

TO SUBMIT ARTWORK: Email artwork (high-resolution JPEG, PNG, or PDF) to communications@glassart.org.

SAVE MORE WITH OUR ADVERTISING PACKAGES!

NEW THIS YEAR: Take advantage of extra savings AND enjoy the convenience of a one-time purchase with our three new advertising packages that encompass some of our most popular options. Two packages offer further customization to best suit your particular business needs. Reserve your advertising package today!

CONFERENCE ADVERTISING

Includes an ad in our program book accessed by 1,000+ attendees, an ad in our post-conference Journal, and a tote bag insert.

Single Gather Option: 1/2 page ads + tote bag insert for \$2,125—a 15% discount!

Two Gather Option: full page ads + tote bag insert for \$3,230—a 20% discount!

Must book by March 15, 2024 for the 2024 GAS Conference in Berlin

GASnews ADVERTISING

Includes ads for four issues of GASnews, our quarterly publication highlighting the newest in glass.

Single Gather Option: 1/4 column ads for \$1,020—a 15% discount!

Two Gather Option: 1/2 column ads for \$1,292—a 20% discount!

Three Gather Option: Full column ads for \$2,142—a 25% discount!

Add your frit: Include a mention in the email release of each GASnews issue for \$50/issue. Only available if you have an ad in that issue of GASnews.

ALL-IN-ONE PACKAGE

Our best value package includes all our ad options! \$3,456—a 30% discount

One (1) homepage square ad

One (1) Monthly Digest feature

Four (4) 1/2 column GASnews ads

One (1) 1/2 page program book ad

One (1) 1/2 page conference Journal ad

GASnews

Published and distributed quarterly to all GAS members worldwide, GASnews features a diverse range of content, including provocative op-eds, in-depth artist profiles, innovative technical articles, and so much more.

Ad Sizes	Price
Quarter Column (2.4 x 2.4")	\$300/issue
Half Column (2.4 x 5")	\$400/issue
Full Column (2.4 x 10.25")	\$700/issue

ARTWORK DUE:

Winter 2023–December 1, 2023

Spring 2024–March 1, 2024

Summer 2024–June 1, 2024

Fall 2024–September 1, 2024

Winter 2024–December 1, 2024

Conference Program Book

Given to all on-site conference attendees, this program book features 80-100 pages of conference details (schedule, descriptions, maps, etc.). All ads are printed in black and white.

Ad Sizes	Price
Quarter Page	\$450
Half Page	\$800
Full Page	\$1,600

RESERVE BY: March 15, 2024

ARTWORK DUE: April 1, 2024

Conference Tote Bag Insert

Printed items or promotional products to be included in the Annual GAS Conference tote bag. Production of promotional collateral and shipping are the responsibility of the advertiser. Restrictions may apply.

Types	Price
One (1) Small Printed Item <i>any size smaller than 8.5 x 11"</i>	\$800
One (1) Large Printed Item <i>8.5 x 11" or larger, not to exceed 12.5 x 15"</i>	\$1,000
One (1) Promotional Product <i>any non-print, promotional product like USBs, buttons, stickers, etc.</i>	\$800

RESERVE BY: April 15, 2024

MATERIALS DUE IN

BERLIN BY: May 1, 2024

GAS Journal

The GAS Journal documents the lectures, presentations and proceedings of the annual GAS conference and is a record of the progress and evolution of the contemporary glass movement. Collected by libraries and organizations around the world, the journal is digitally available to all members and conference attendees with a limited print run.

Ad Sizes	Price
Half Page	\$900
Full Page	\$1,600

RESERVE BY: August 1, 2024

ARTWORK DUE: August 16, 2024

Website

Digital ads for glassart.org are sold in 6-month increments. Exclusive ads are only available for certain locations. All other ads will rotate with others (not to exceed 4 total). Availability is first-come, first-served.

Types	Price
Exclusive Homepage Footer Banner (1120 x 240 px)	\$1,600/6 months
Rotating Homepage Feature Square (350 x 350 px; placement in our Featured Ad Square just below the email sign-up)	\$1,000/6 months
Interior Page Banner (1120 x 240 px)	\$300/6 months

Excludes conference pages. To advertise on conference pages, please email communications@glassart.org

Email

Ads are sold per email, are available for Monthly Digest (sent to 7,000+ subscribers), and include a click-thru link. No more than two ads may be sold per email; ads are not sold for the April/May 2024 Monthly Digests.

Types	Price
Small Email Banner (600 x 125 px)	\$350/email
Larger Email Banner (600 x 250 px)	\$450/email
Advertorial (300 x 300 px + 75 words)	\$500/email
Exclusive Email Blast (once per year)	Available Only for Vendor, Institution, and Collector-Level GAS Members. Become a Member!

2024 ADVERTISING DISCOUNTS

Cannot be combined with any other offer or discount

Institution Level Members	Vendor Level Members
One free targeted email* to the GAS membership list	25% discount on one ad of any size One free targeted email* to the GAS membership list

AD POLICIES + FINE PRINT

*All advertisements are sold on a first-come, first-served basis. Prices and dates are subject to change. Email blasts cannot be used for fundraising and no email blasts will be sent for the month leading up to the conference. GAS reserves the right to deny any advertisement, at any time, for any reason.

Questions? Contact the GAS office by phone at (206) 382-1305 or via email at communications@glassart.org