

Glasstire

MEDIA KIT 2013

**Glasstire is all-Texas, all-art, all-the-time.
I can't imagine going to Texas without it.**

Tyler Green, Modern Art Notes

www.glasstire.com

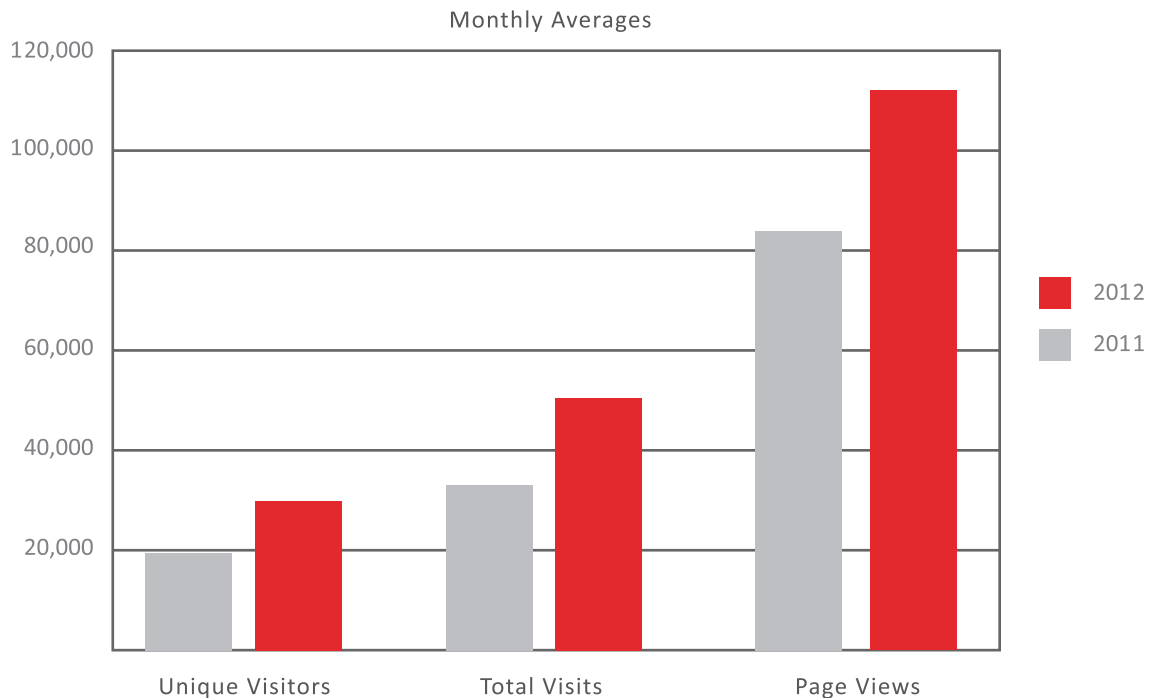
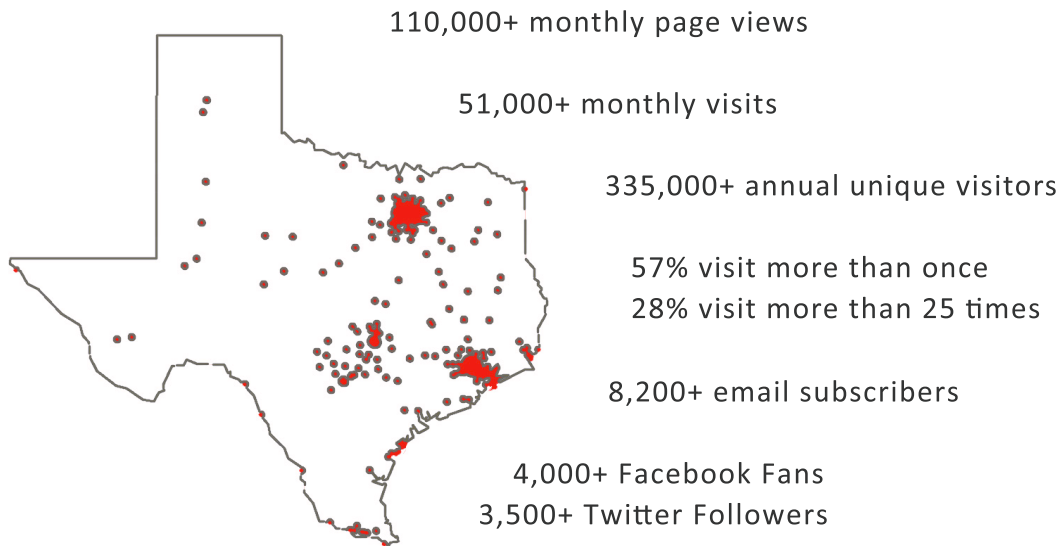
Home of the best arts writers in Texas

advertise@glasstire.com

12 YEARS OF GROWTH

Launched in 2001, Glasstire is one of the oldest arts websites in the country. We provide **award-winning coverage** of the most talked-about news and exhibits from every corner of the Lone Star State.

The undisputed leader of arts journalism in Texas.

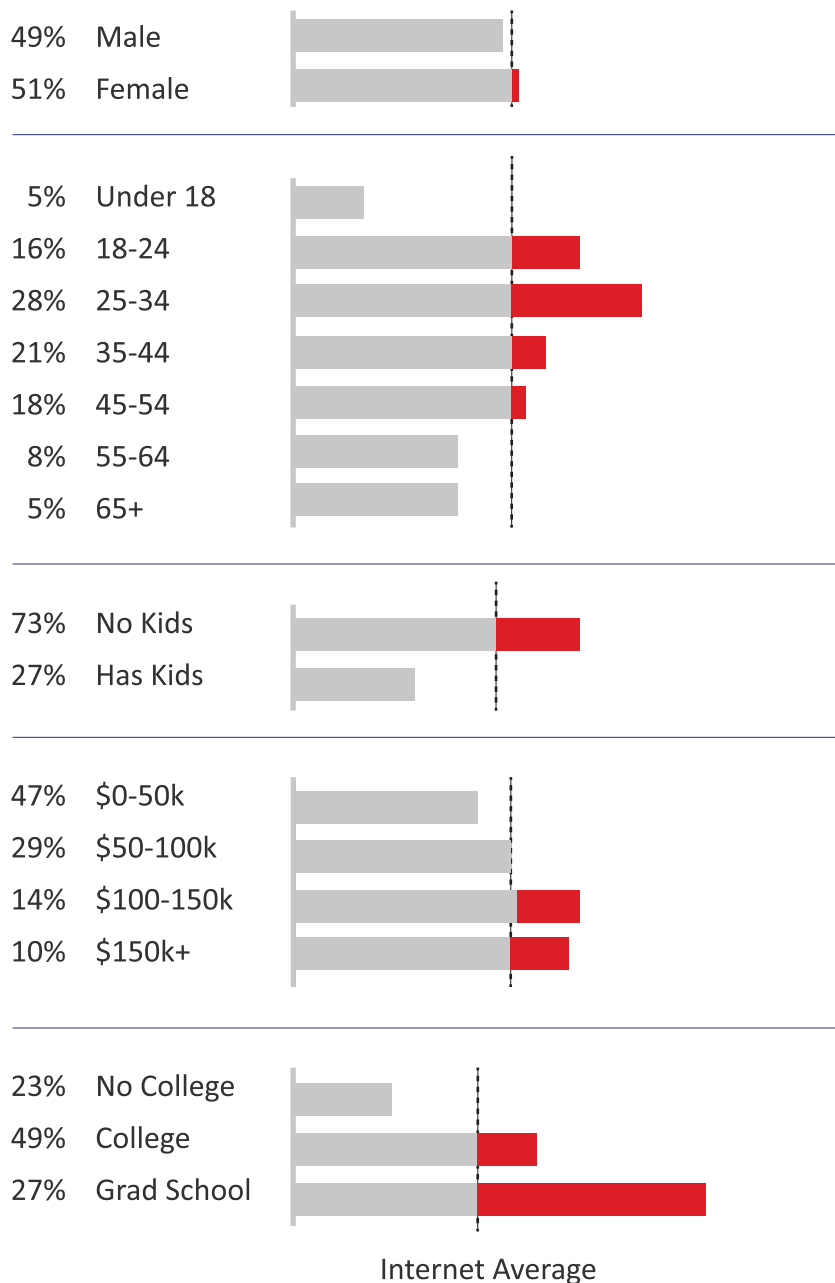


Source: Quantcast Audience Metrics as of 12/31/2012

OUR NICHE IS YOUR NICHE

Advertising with Glasstire puts your business in front of highly educated people with a serious passion for art. Our readers are 30% more likely to have household incomes of more than \$100k and are twice as likely to have a college degree than the average Internet user.

Glasstire readers are...



source: Quantcast Audience Measurement as of 12/31/2012

NEW FOR 2013

We have recently introduced two ads that are available on a limited basis.
For more information on pricing and availability, please contact us.

HOMPAGE BACKGROUND

DALLAS ART FAIR APRIL 13-15, 2012

AS AIR 2012

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AS AIR 2012

DALLAS ART FAIR APRIL 13-15, 2012

AS AIR 2012

LAS FAIR -15, 2012

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LAS

SPONSORED EMAIL BLAST

Glasstire

November 29, 2012


WAR/PHOTOGRAPHY: Images of Armed Conflict and Its Aftermath

On view through February 3, 2013

On Veterans Day 2012, the Museum of Fine Arts, Houston debuted an unprecedented exhibition exploring the experience of war through the eyes of photographers. *WAR/PHOTOGRAPHY: Images of Armed Conflict and Its Aftermath* gathers together nearly 500 objects, including photographs, books, magazines, albums, and photographic equipment.

Please visit www.mfah.org/wp for tickets and more information.

Image: Dmitri Baltermants, *Attack—Eastern Front WWII, 1941*, gelatin silver print, printed 1960, the MFAH, gift of Michael Poulos in honor of Mary Kay Poulos at "One Great Night in November, 1997." © Russian Photo Association, Razumberg Emil Anasovich

MFA  The Museum of Fine Arts, Houston

About This Sponsored Email

In addition to our regular newsletters, we send out occasional dedicated email offers and promotions from our sponsors. We would like to thank the Museum of Fine Arts, Houston for their support.

For more information on sponsoring Glasstire, please email advertise@glasstire.com.

THE HOMEPAGE

48% of visitors start on the homepage.

Homepage spots have the highest clickthrough rate on the site.

We have 3 homepage spots available:

The screenshot shows the Glasstire homepage layout. At the top, there is a navigation bar with links for 'Glasstire Southern California', 'Advertise', 'Send us a news tip', 'Subscribe', and 'Submit an Event', along with social media icons for Twitter, Facebook, and RSS. Below this is the 'Glasstire {Texas visual art}' logo. To the right of the logo is a 'HALF BANNER' for 'JOEL SHAPIRO Texas Gallery'. Below the logo is a 'LEADERBOARD' for 'theMcNay' at the McNay Art Museum, San Antonio, TX, featuring an 'ANDY WARHOL FAME AND MISFORTUNE' banner and three pop art portraits of Marilyn Monroe. Below the leaderboards is a navigation menu with 'EVENTS', 'NEWS', 'ARTICLES', 'BLOGS', 'VIDEOS', and 'CLASSIFIEDS', and a search bar. The main content area features a video player for 'Interview with New Artpace Executive Director Regine Basha' with a video player interface showing 5 slides. To the right of the video is a 'Select a Region' map of Texas. Below the video is a 'RECENT NEWS' section with three articles: 'Big Wall, Big Price; Seaholm Art Wall Proposed for Downtown Austin - 9 hrs ago', 'Mary's Mural Gone Again: Balls the Cat Victim of Montrose Economic Upsurge - 10 hrs ago', and 'Americans for the Arts Annual Convention Set for June in San Antonio - 1 day ago'. Below the news section is a 'RECENT POSTS' section with four articles: 'Wonderful Thing: Indian Fly Whisk' by Rainey Knudson (2.13.12), 'Tlatelolco: A history of a city' by Leslie Castro (2.13.12), 'Sustainable Practice: Robert Boyd' by Rachel Hooper (2.11.12), and 'Trickle Down Inspiration' by Margaret Meehan (2.10.12). To the right of the recent posts is a 'MEDIUM RECTANGLE' for 'MATTHEW BUCKINGHAM WHERE WILL WE LIVE?' at the MFAH, running through February 26 at the Glasell School of Art. Below the medium rectangle is a 'LATEST COMMENTS' section with three comments.

HALF BANNER
184 x 90 pixels
Appears sitewide

LEADERBOARD
728 x 90 pixels
Appears sitewide

MEDIUM RECTANGLE
300 x 250 pixels
Appears on homepage +
classifieds page

SUBPAGE LOGO TILES

Our logo tiles are full-color and are on view on all events pages. They are a great way to keep your brand in front of our readers and on their mind.

Best of all, they start at just \$28 per week.

The screenshot shows the Glasstire website interface. At the top, there's a navigation bar with links for 'Glasstire Southern California', 'Advertise', 'Send us a news tip', 'Subscribe', and 'Submit an Event'. The main header features the 'Glasstire {Texas visual art}' logo and a 'JOEL SHAPIRO Texas Gallery' advertisement. Below this is an 'ARTIST RESIDENCY PROGRAM' banner with a list of materials: CLAY, FIBER, GLASS, METAL, MIXED MEDIA, and WOOD. A search bar and navigation menu (EVENTS, NEWS, ARTICLES, BLOGS, VIDEOS, CLASSIFIEDS) are also present. The main content area is titled 'HOUSTON' and 'WE RECOMMEND', featuring a large abstract painting by Geoff Hippenstiel. Below this are sections for 'ONGOING' exhibitions, including 'College of the Mainland Faculty Exhibition' and 'SHSU 52nd Annual Faculty Exhibition'. A vertical 'UPCOMING' events list on the right side includes '1 Event Sunday February 12' (Film: FIRE REVOLUTION), '2 Events Wednesday February 15' (Panel: ART, LEARNING AND ENVIRONMENT), and '5 Events Thursday February 16' (Opening: BRENDAN CASS: TEXAS). A sidebar on the right contains a grid of gallery logos, including Whitten & Proctor, MFAH, Beeville Art Museum, Kinzelman art consulting, The Blanton Museum of Art, UT PB Nancy Fyle Cardoziier Gallery, McClain Gallery, Darke gallery, and Houston Center for Contemporary Craft. A map of Texas with pins is overlaid on the page.

SUBPAGE TILE

120 x 120 pixels (large)
100 x 100 pixels (small)

WEEKLY NEWSLETTER

Our popular newsletter is emailed every Monday at 10 am to 8,200+ subscribers.

LEADERBOARD
728 x 90 pixels

..... *Glasstire*

JOEL SHAPIRO  **Texas Gallery**

In This Issue

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- John Cage: Musicircus
- DISASTER BALL: 2012
- Job Listings
- New to Classifieds

Glenn Ligon
AMERICA
MODERN ART MUSEUM
OF FORT WORTH
February 12–June 3, 2012

We pay better than the other guys.
If you read Glasstire, please consider making a tax-deductible donation of \$25 or more. 100% of your contribution will go towards paying our writers.
Thank you.

Monday February 13, 2012

Comment of the Week

...I always say, "You're only as good as your influences", meaning, for example, a new band that listens to the Velvet Underground or the Kinks as opposed to, uh, Slipknot, has a much better chance of stealing and then creating the right kind of thing. – Christina Rees on "Trickle Down Inspiration"

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[back to top](#)

Regine Basha Interview

Claire Ruud interviews new Artpace executive director Regine Basha.

"It's one of the few places that welcomes risk, and that's where I like to be."



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[back to top](#)

Theft and collaboration in art practice

Margaret Meehan starts off the spring semester teaching the value of "trickle down inspiration".



They will learn how to collaborate, something I found them resistant to in the past. This is a shame because whether they continue in art or end up in an office, teamwork and people skills are a big part of life.

[Like](#) [Tweet](#)

MEDIUM RECTANGLE
300 x 250 pixels