The International Foundation for Art Research (IFAR), headquartered in New York, was established in 1969. It is an influential and unique educational and research organization dedicated to integrity in the visual arts. Working at the intersection of art scholarship, art law, and the public interest, IFAR has, for 50 years, served as the source of objective information on art authenticity, forgery, fraud, law, ethics, theft, looting, and restitution.

IFAR organizes public programs and symposia that bridge the gap between the academic, collecting, and commercial art worlds. IFAR provides a neutral forum for discussion and commissions original research. It is also the publisher of the quarterly IFAR Journal, as well as the IFAR Website, which provides access to a rich trove of hard-to-find material that IFAR has compiled over decades.

IFAR is the recipient of numerous awards, including: a Gold Medal of Honor from the National Arts Club; the 2007 Annual PADA Grant; a National Leadership Grant from the Institute for Museum and Library Services (IMLS); certificates of appreciation from the F.B.I. and U.S. Customs Service; several publication awards from the American Alliance of Museums; and mention in the U.S. Federal Register.

IFAR is a 501(c) (3) not-for-profit organization. It is now offering the advertising community an opportunity not only to advertise in the IFAR Journal and on the IFAR Website, but to help support this worthwhile organization through advertising dollars.

Welcome to the World of IFAR!
The IFAR Journal is a lively, but substantive, compendium of articles, book reviews and news stories in IFAR’s field of interest—authenticity, ownership, theft, preservation, and other artistic, legal, ethical and practical issues concerning art objects.

Articles have discussed Benton and de Chirico fakes, the Rembrandt Research Project, and the routes of Holocaust-era looted art into the U.S. The “Looking at Art” feature brings us the up-close and personal insights of experts. Special double-issues of the JOURNAL treat a topic in depth — such as “Provenance and Due Diligence” and “Art Loss in Iraq” — and have become collectors’ items.

Each JOURNAL features the world famous STOLEN ART ALERT, published by IFAR since 1977! The ALERT brings our readers up-to-the-minute information on the biggest art thefts, as well as the lesser known works of art that have been stolen or recovered. This convenient — and sought after — reference tool can be found nowhere else. It is one of the many reasons our readers need — and remain loyal to — IFAR JOURNAL.

“I always read the IFAR Journal from cover to cover. It’s a must read for anyone in the art world.”

— Milton Esterow, Former Editor and Publisher, ARTnews.
"Intelligently edited and attractively produced, it is essential reading for any collector, curator, historian, or expert concerned with the problems of attribution, authenticity, legal title, and provenance that increasingly occupy the art world today."

—Theodore Reff, Professor Emeritus, Columbia University, and eminent Degas specialist

Produced in four-color format, elegantly designed, and written for lay audiences by renowned specialists, the quarterly ifar journal has become the cannot-live-without source of information for the most famous museums in the world, as well as: art dealers, law enforcement officials, lawyers, insurance companies, and, of course, collectors and the general public. ifar journal is a must buy for your advertising dollars to reach this upscale, diverse group of readers.

The JOURNAL, IFAR’S signature publication, has won several awards in the American Alliance of Museums’ Annual Publication Contest. Articles are frequently cited—and reprinted—in other publications, and many are included in the curricula of the most prestigious universities in the country.

Your ads will be in good company!
CIRCULATION
With its multifaceted roles as trusted educator, think tank, information clearinghouse, research facility, and “watch-dog,” IFAR—and its signature publication, IFAR JOURNAL—services a wide range of individuals and institutions all over the world.

DISTRIBUTION
Published and edited in New York, IFAR JOURNAL goes to subscribers in more than a dozen countries on four continents including:

• The United States
• England
• France
• Switzerland
• Australia

IFAR JOURNAL enjoys a remarkable 90%+ retention rate—a loyalty repaid to our advertisers. With a pass-along rate of 7.3 people a copy, the world’s finest museums, libraries, universities, and galleries have JOURNALS for the public—and art professionals—to view. IFAR JOURNAL has a long shelf life. Back issues and entire back runs are regularly sold.

READERSHIP
Art Dealers/Auction Houses: 23%
Collectors: 20%
Museums: 17%
Libraries: 14%
Attorneys: 7%
Insurers: 5%
Scholars/Academics: 5%
Appraisers: 4%
Government/Law Enforcement: 2%
Conservators: 1%
Other: 2%
“The IFAR Journal is now indispensable for collectors, dealers, and museums in these difficult times trying to decide subtle problems of ownership and authenticity.”

— the late Eugene Victor Thaw, Collector and Dealer

Display Ad Rates

BLACK-AND-WHITE
Full-page: $1,000
Half-page: $550
Quarter-page: $300

COLOR
Full-page: $2,500

Directory Listings
(Announcements of services, exhibitions, auctions, events, jobs)

Price: $15 per line
(maximum ten lines)
Price: $10 per line
(for IFAR Annual Supporters at $50 and above)

Frequency
All rates are per insertion

5% discount for one year commitment
(prepaid)—four consecutive issues

Ad Sizes (in inches)
Journal page measures 8 1/2" x 11", edge to edge

FULL-PAGE
Size not to exceed 7 1/4" wide x 9 1/4" high
(with border)
Bleed: Only available for full-page ads
Back color or image extended to 3/8" beyond the full-page dimensions (8 1/5" x 11") on all four sides

HALF-PAGE HORIZONTAL
Size not to exceed 7" wide x 4 1/2" high
(with border)
(Half-page vertical is not available.)

QUARTER-PAGE
Size not to exceed 3 1/2" wide x 4 1/2" high (with border)
Additional Ad Information

**FORMAT**
All *IFAR Journal* ads should be submitted to IFAR as print-ready pdfs.

**RESOLUTION**
Images must be 300 dpi.

**TYPE**
Knockout white type must be no smaller than 7 points.

**SUBMISSION**
- Direct any questions to the advertising production department at (212) 391-6234.
- Ads should be sent (with prior notification) via e-mail to: kferg@ifar.org.
- Prior notification by e-mail must include the advertiser’s name, e-mail address, and telephone.

**SUBMISSION DEADLINES:**
*IFAR Journal* is published quarterly. Print-ready pdf is due five weeks prior to publication.
Please contact *IFAR* for specific deadlines: (212) 391-6234.

**TYPESetting/AD DESIGN:**
$100 fee for *IFAR* to design the ad (Includes pdf via e-mail or faxed proof)

**PAYMENT**
Payment is required at the time the ad is submitted to IFAR.
Please complete the form below and mail it with a check or credit card information to: Advertising Manager, *IFAR*, 500 Fifth Avenue, Suite 935, New York, NY 10110. If by credit card, you may also fax it to: Advertising Manager, *IFAR*: (212)391-8794.

**FOR ADDITIONAL INFORMATION, CONTACT**

Advertising Manager
INTERNATIONAL FOUNDATION FOR ART RESEARCH
500 Fifth Avenue, Suite 935
New York, NY 10110

TEL: (212) 391-6234
FAX: (212) 391-8794
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www.ifar.org
kferg@ifar.org
Redesigned and vastly expanded in 2008, IFAR’s Website contains a treasure-trove of information gathered by IFAR over many years.

With more than 1.25 million “hits” annually before expansion, www.ifar.org was already a popular site. But it has grown as word of its unique content has spread. In addition to information about IFAR and IFAR programs and publications, the new site contains selected articles from IFAR JOURNALS, transcripts of selected IFAR programs, highlights from the Stolen Art Alert, and a major section devoted to Art Cultural Property Law. This section was funded, in part, by a National Leadership Grant from the Institute of Museum and Library Services (IMLS), a federal agency.

IFAR’s Website also contains information on CATALOGUES RAISONNÉS—scholarly compilations of an artist’s body of work. These critical research tools are germane to IFAR’s work in authenticity and provenance research. In particular, IFAR’s site features two important—and unique—CATALOGUES RAISONNÉS DATABASES—one database for catalogues that have been published, and another for catalogues in progress. This information is extremely hard to find. Indeed, IFAR has devoted many years to compiling it. The databases are living, expanding documents, guaranteed to become important and much talked-about resources for art professionals, scholars, and collectors. Many funders, recognizing its importance, have helped make this section of the Website possible.
Advertisers have a unique opportunity to become part of the IFAR Website. IFAR is making limited advertising space available on the site. Space is offered in the section—and only in the section—devoted to the CATALOGUES RAISONNÉS DATABASES. This is your opportunity to be part of this unique and talked-about and cited resource. Users of the databases consult them on a regular basis, as information always changes. Advertising space will be available in quarterly segments and renewable, monthly segments. Currently, there are two types of ads and sizes:

1. **VERTICAL BANNER**: 120 x 240 pixels.
   Currently, vertical banner ads appear on the Catalogue Raisonné main “search” page and the “Search Result for Artist” page. Up to three vertical ads may be accommodated. Vertical Banner ads conform to the Internet Advertising Board Standard (http://www.iab.com).

2. **RECTANGLE**: 150 x 100 pixels.
   Rectangular ads are custom size. Up to four ads can appear on the bottom of the Catalogue Raisonné Database main “search” page. Additional rectangular ads may be added to other pages.

**FILE FORMAT GUIDELINES:**
- Gif and JPEGs Accepted
- Maximum file size is 30k
- GIF Animation: No loop maximum, but total animation for all loops combined cannot exceed 15 seconds.

Please E-mail completed ad files to: kferg@ifar.org

**Website Ad Rates**
- **RECTANGULAR AD**
  $500 per month
- **VERTICAL BANNER AD**
  $1,000 per month

Priority given to three-month commitments. 50% surcharge for guaranteed main search page placement.
IFAR
Order Form

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Company
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City • State • Zip
Daytime Phone Fax
E-mail

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☐ American Express  ☐ Check  ☐ Mastercard  ☐ Visa

Credit Card No. Expiration Date

Name as Printed on Card

Signature Date

Advertising Selection

☐ IFAR JOURNAL  ☐ IFAR Website

Please select from the following choices

(For more information and submission guidelines, see page 6)

BLACK-AND-WHITE
☐ Full-page: $1,000
☐ Half-page: $550
☐ Quarter-page: $300

COLOR
☐ Full-page: $2,500

ARTWORK
☐ Will send mechanicals
☐ IFAR to design: $100

Please select from the following choices

(For more information, and submission guidelines, see page 9)

RECTANGULAR AD  ☐ $500 per month

VERTICAL BANNER AD  ☐ $1,000 per month

Number of months

50% surcharge for main “search” page

NOTE: Priority given to three-month commitments

TOTAL PAYMENT:

Please mail/fax completed form to:

Advertising Manager
INTERNATIONAL FOUNDATION FOR ART RESEARCH
500 Fifth Avenue, Suite 935
New York, NY 10110
TEL: (212) 391-6234

FAX: (212) 391-8794
advertising@ifar.org
www.ifar.org