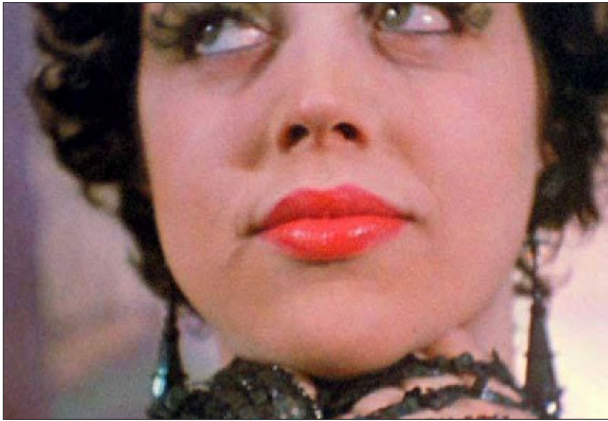


be east of
borneo

Advertising Kit
2012



***East of Borneo* marks the convergence of two very distinct lines of thought. What is the nature, and the future, of art magazines? And how might we give shape to the sprawling history of contemporary art in Los Angeles and beyond?**

Launched in October 2010, *East of Borneo* is a collaborative online magazine of contemporary art and its history as considered from Los Angeles.



Editor-in-Chief
Thomas Lawson

Executive Editor
Stacey Allan

Contributing Editors
Bruce Hainley, Liz Kotz
Susan Morgan

Advisory Board
Julie Ault, Charles Gaines,
Lia Gangitano, Clara Kim,
Robert Sain, Howard Singerman

East of Borneo is published by the School of Art at the California Institute of the Arts and supported in part by grants from the Andy Warhol Foundation for Visual Arts and the Getty Foundation.

Content & Contributors

It's not just about Los Angeles, but a view from Los Angeles that highlights unexpected connections and enriches our understanding of the broader international art world.

**Experiments in Print: A
Survey of Los Angeles
Artists' Magazines from 1955
to 1986**

by Gwen L. Allen



**From a Waxy Yellow Buildup to
a Nervous Breakdown: The
Fleeting Existence of Mary
Hartman, Mary Hartman**

by Claire Barliant



**Character Development: Brody
Condon's "Level5" and the
Avant-LARP of Becoming Self**

by Jennifer Krasinski



We publish thoughtful, original essays, profiles and interviews that bridge the gap between historical developments and current practice. Our contributors include top critics, scholars, artists and curators based in Los Angeles, New York, San Francisco, and abroad.

Recent contributors:

Gwen L. Allen, Claire Barliant, Joanna Fiduccia, Harry Gamboa, Jr., Bruce Hainley, Dick Hebdige, Michael Ned Holte, Norman M. Klein, Jennifer Krasinski, Quinn Latimer, Thomas Lawson, Annette Leddy, Derek McCormack, Robert C. Morgan, Susan Morgan, Aram Moshayedi, Saul Ostrow, Corrina Peipon, Cameron Shaw, Jenni Sorkin, Nick Stillman, Darcy Tell

yes! we pay writers

We feel strongly that writers should be paid for their work and are committed to providing free access to all of the writing we publish online without any pay walls, membership requirements, or subscription fees.

What makes us different

East of Borneo is more than a magazine; it's a new type of publication that rethinks the way that we conceptualize, preserve and present the various histories of contemporary art.

A Multimedia Magazine

Our articles are richly illustrated with images, videos and more, making the most of our online platform without sacrificing the depth and quality of print.

A Collaborative Archive

The magazine is published alongside a growing “collaborative archive” of over 400 images, videos and texts added by our readers, enriching the editorial content and encouraging new lines of thought.

An Engaged Community

Readers can create a personal profile with image and bio, add items to the collaborative archive, and connect with other users who have similar interests.



What people are saying about us:



“... a multimedia magazine, a collaborative archive, and a network of engaged readers who crave rich editorial content as well as groundbreaking critical thought.”

— *Flavorpill*



“In an era of short blogs and superfluous reviews, the idea of a well-rounded and in-depth investigation that is the result of many voices is a welcome addition to the contemporary art discourse.”

— *The Huffington Post*, “*East of Borneo*: A New Model for Online Magazines in Los Angeles”



“A fantastic online visual arts magazine out of LA, and it’s one of the most visited sites on pretty much every computer in the Culturebot newsroom. Seriously, we love this site and you will too.”

— *Culturebot*



“...a real LA point of view, neither cloyingly provincial nor tiredly cliché, but poetic, intelligent and imaginative. This is realized in its admixture of art historical awareness, an emphasis on literary quality and a flexible attitude toward disparate cultural terrain. Intellectual, without any of the hang-ups of academic style, *East of Borneo*’s many voices range across diverse kinds of culture...”

— *Art Lies*, “West Coast Love Affair: *East of Borneo*, Magazines and Los Angeles”



“This fall, CalArts dean Thomas Lawson launched an online magazine with colorful artist interviews... But the site’s real reason to be: visitors can upload their own images and videos to create an evolving archive of L.A. art history.”

-- *Los Angeles Times*



“The Best Art Writing of 2010”

— *Artlog*

Partners



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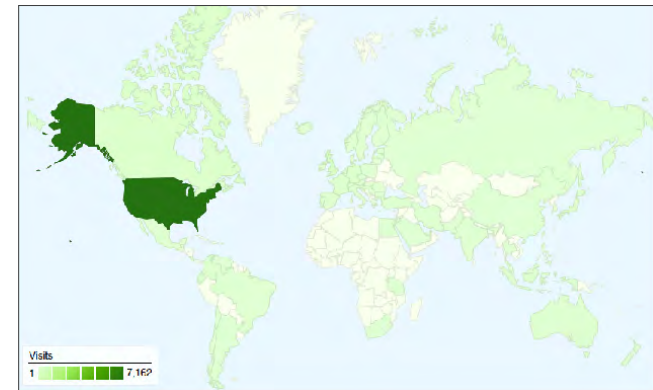
With a growing international readership of creative professionals in over 120 countries throughout the world, we offer one of the best advertising links for the West Coast.

Our Readers are:

- educated and savvy consumers of art, film, design and technology
- local and international professionals in the fields of Art, Architecture, Design, Film, Education, Publishing and Online Media
- interested in new industry trends, products and services relating to art and design
- artists, designers, writers, curators, collectors, teachers and students

Site Stats:

8,000	Unique visitors per month
2.51	Average pages viewed per visit
2 min	Average time spent on site
7,000	Newsletter subscribers



Advertising

Sizes

Leaderboard

- 728 x 90 pixels
(centered above logo and header)



Side Bar

- Full Ad- 300 x 180 pixels
- Half Ad- 300 x 90 pixels

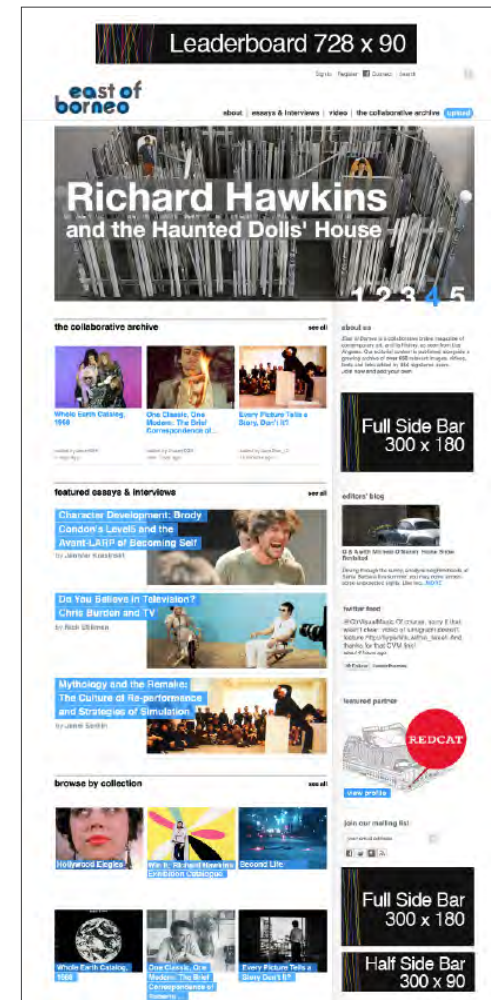


Specs

- RGB Colorspace
- 72 dpi max actual size
- JPEG and PNG file formats accepted
- Ad tag (URL) must be provided for all ads

Packages

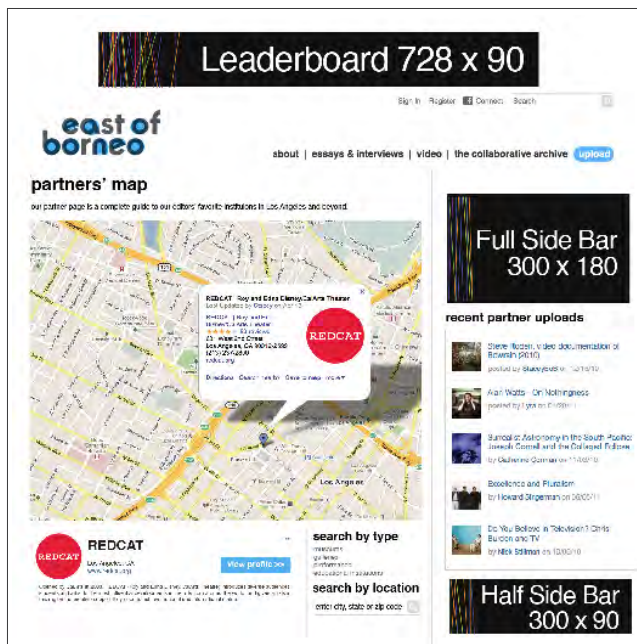
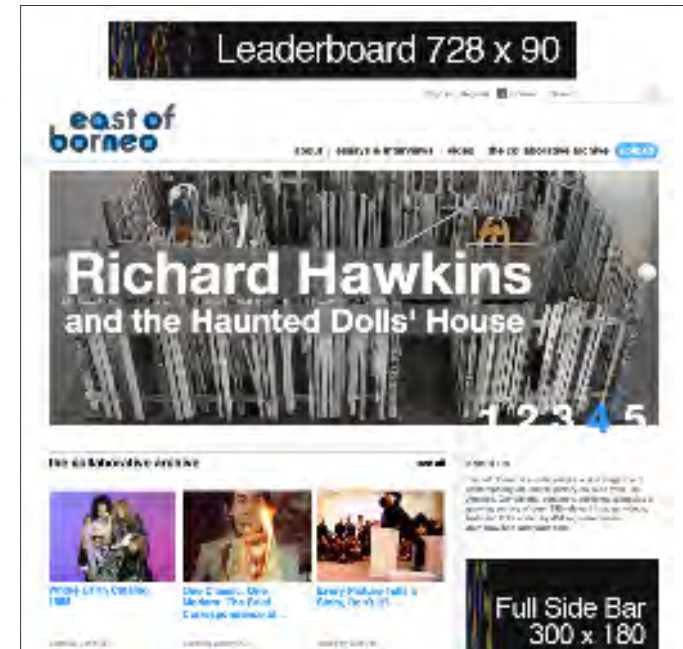
Monthly, quarterly and biannual advertising packages are available.
For a list of our prices contact: advertising@eastofborneo.org



Advertisement will appear on:

Homepage:

With multiple advertising options, including a leaderboard and two side banner sizes, our homepage provides a great platform to promote your organization to our readership.



Partners' Map:

Our partner page is a complete guide to our editors' favorite institutions in Los Angeles and beyond. It includes an interactive Google map and partner directory, and is a resource for our users to explore local art organizations and events in their area.

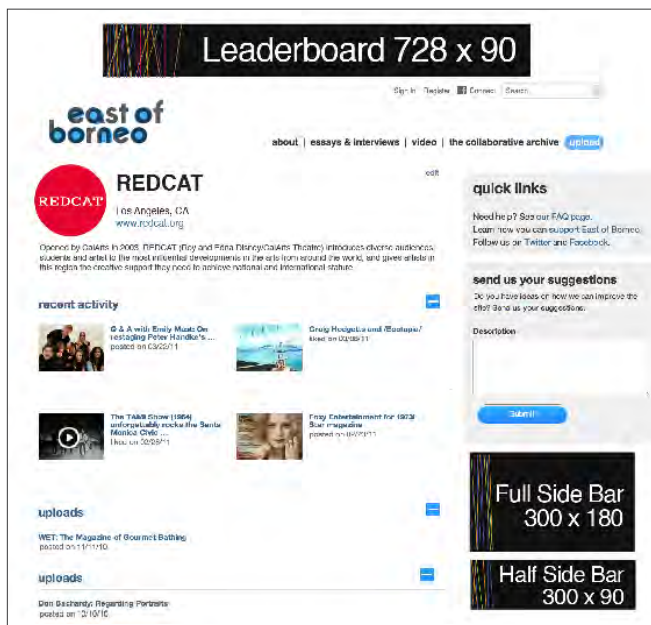
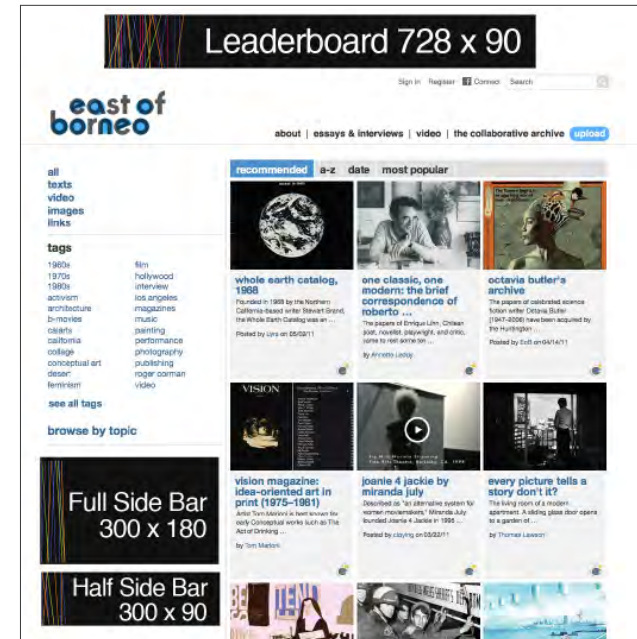
Placement



Advertisement will appear on:

Archive Page:

This page enables users to easily access and search our online archive of essays, interviews, images, videos and more.



Profile Pages:

Leaderboard and side banner advertising is available on our profile pages, allowing direct contact with individual users.

Our advertisers play a pivotal role in supporting this conversation about art of the West Coast and beyond.



We are always looking for new ways to support our advertisers. If you'd like to discuss custom marketing opportunities and collaborations, please contact us.

For more information contact:

advertising@eastofborneo.org or call +1 661.253.7722