

A note from Frank Juarez, Publisher



Artdose has come a long way since its debut in 2013 as a 12-page, black and white art publication. Artdose aims to connect and support [art] communities in Wisconsin by promoting those working in the visual arts (artists, artist run spaces, non-profit art centers, art incubators, institutions, and so on). We believe we all share a common goal by *introducing*, *offering*, and *engaging* others with diverse art experiences created through our arts programming and services.

2020 will mark its 7th season. We have already started to implement creative ways to achieve our goals by piloting the Social Club Gatherings, contributing content to the FRANK & CO WI weekly art e-newsletter, and creating opportunities for others to get involved with Artdose. These new initiatives have allowed us to expand our reach and to inform our subscribers, followers, and the public about our growing Wisconsin art communities and happenings.

This summer we will be piloting a new version of Artdose. This new publication will be published twice a year, effective January 2020. The new Artdose will consist of art venue listings, an artist directory, artist interviews, curator spotlights, ads, exhibitions, events, community art projects, and advocacy tips, and more.

We continue to evolve and design Artdose to meet the needs of our clients, artists, and community. We do not engage in sales outside of Artdose, but will provide ways to direct people to do so.

*Bonus:* As an active member of Artdose you are encouraged to submit as much content as you like to be shared via our website & social media. There is no fee associated with this. It is our way of continuing to support what you are doing.

### **What makes us unique**

We are more than just an art publication. We believe in maintaining and nurturing professional relationships with those that support us. One way of achieving this is to continue to think outside the box by creating opportunities for the public to engage in beyond print. We are truly about collaboration and continue to build our art communities across the state of Wisconsin.

## History

What began in 2013 in Sheboygan, Wisconsin as a 12-page black and white art publication has grown into a 24-page full color art publication focused on local art content (2014). Today, it has evolved into an 11 x 17 inch French fold publication with dedicated pages for art venues, artist directory, ads, and a quarterly featured artist. Circulation increased from 600 (2013) to 3,000 (2018) issues being distributed throughout North East and South East Wisconsin.

*“Artdose Art Guide has been a labor of love and continues to grow and give. We are exposed daily to artists, artworks, exhibitions and art events via submissions and social media. Sometimes it can be difficult to tap into a broader audience using our own resources. Through collaborative efforts we can all share the love for Wisconsin Art. Artdose Art Guide’s success has been finding those audiences via print, website, e-newsletter, and social media to share all of the amazing things happening in our communities”.*  
- Frank Juarez

## New Publication Schedule

**We are going to pilot this new revision this Summer 2019. Submission window is May 1 - June 1, 2019 for our new version of Artdose.**

Effective January 2020: The Artdose Art Guide will be offered bi-annually. It will be scheduled to become available in print in January 2020 and July 2020. Submission windows will be November 1 - December 1, 2019 for our January 2020 issue and May 1 - June 1, 2020 for our July 2020 issue, respectively.

**Participation Fees:** fees are below the market for advertising and we are okay with that. We want to make participating in our publication affordable to fit any budget. Listings run from July 1 - December 31, 2019.

Artist Directory   \$30 per listing	
<ul style="list-style-type: none"><li>listing includes one piece of art, genre, website, and one social media outlet</li></ul>	* <a href="#">Click here to purchase listing</a>
<ul style="list-style-type: none"><li>featured on website &amp; social media</li></ul>	<a href="#">Click here to submit listing</a>
<ul style="list-style-type: none"><li>100% of sales from Artdose goes to the artist</li></ul>	

\*Please note: if you are interested in sending a check, please make it payable to: [Frank Juarez Gallery](#) and mail to: [1913 Wiemann Avenue, Sheboygan, WI 53081](#).

Art Venue   \$50 per listing	
<ul style="list-style-type: none"> <li>listing includes one image of venue (exterior or interior, horizontal landscape, no greater than 3MB ), description (75 word max), business address, hours of operation, website, and one social media outlet</li> </ul>	* <a href="#">Click here to purchase listing</a>
<ul style="list-style-type: none"> <li>exhibition and event includes title of each exhibition/event and dates. 5 exhibitions/ events max.</li> </ul>	<a href="#">Click here to learn how to submit listing</a>

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For example,

**FRANK JUAREZ GALLERY**

The Frank Juarez Gallery is committed to supporting artists working in painting, photography, sculpture, video, installation, and mixed media works. We aim to create an accessible, educational, and engaging exhibition space for our artists, audience, and the Milwaukee community. It represents Tony Conrad, Michael Davidson, Melissa Dorn, Dale Knaak, Rob Neilson, and Sara Willadsen.

207 E. Buffalo Street, #600  
 Milwaukee, WI 53202  
 Saturdays, 11am-4pm or by appt.  
 Frank Juarez, Gallery Director  
[frankjuarezgalleries@gmail.com](mailto:frankjuarezgalleries@gmail.com)  
[frankjuarezgalleries.com](http://frankjuarezgalleries.com)

SPARK: Material Studios & Gallery Group. Show | 7/13 – 8/31/19  
 Purgatory Misplaced: New works by Rob Neilson | 9/7 – 10/26/19  
 INDIANA GREEN 2019 at Cedarburg Cultural Center | 11/15 – 8/25/19  
 Dale Knaak: New works on paper | 11/2 – 12/14/19

Ads (with paid ad includes art venue listing; listing fee is waived)	Dimensions	Cost	To purchase
Quater Page Ad	2.5" x 3.375"	\$145	* <a href="#">Click here</a>
Half Page Ad	5" x 3.375"	\$225	* <a href="#">Click here</a>
Full Page Ad	5" x 8"	\$390	* <a href="#">Click here</a>

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In addition to being in print, all content will be shared via social media, the FRANK & CO WI weekly art e-newsletter, and Artdose website.

## Others

- In 2018, Artdose Art Guide merged with FRANK & CO WI weekly art e-newsletter. Content from Artdose is communicated weekly to a growing list of subscribers. This e-newsletter is currently operating at a 43% open rate (national average is 24% for this type of industry). FRANK & CO is only available via an e-newsletter subscription. To subscribe visit [frankjuarez.net](http://frankjuarez.net) and click on the FRANK & CO WI Art e-news tab.
- FRANK & CO introduced a new way social art program called, “*social club gatherings: a place for artists and art enthusiasts*”. The idea is to have social art gatherings scheduled throughout Wisconsin on a monthly basis. Every gathering will be hosted by someone working in the arts industry with each venue having a 2-hour program for education, networking, and creative engagement. Social Club Gatherings are organized by Frank Juarez.

On April 6, Artdose organized its first social club gathering at Riverwalk Art Center in Fond du Lac. 15 people participated and came from Appleton, Howards Grove, Cleveland, Milwaukee, and Fond du Lac.

### Contact Information:

**Frank Juarez**, publisher

Tel: 920.559.7181

Email: [frankjuarezgallery@gmail.com](mailto:frankjuarezgallery@gmail.com)

Web: [artdoseartguide.com](http://artdoseartguide.com)

Stay Connected: [instagram.com/frankcompany](https://www.instagram.com/frankcompany)

### Staff:

**Sally Carson**, graphic designer

Stay Connected: [instagram.com/sallycarsongraphicdesign](https://www.instagram.com/sallycarsongraphicdesign)

**Erika L. Block**, contributing writer

Stay Connected: [instagram.com/erikalblock](https://www.instagram.com/erikalblock)

Present



Future



Interested in hosting a social club gathering? Contact Frank at [frankjuarezgallery@gmail.com](mailto:frankjuarezgallery@gmail.com).



Visit [frankjuarez.net](http://frankjuarez.net) to subscribe to FRANK & CO WI art e-newsletter. It is free. This e-newsletter operates at a 43% open rate (standard open rate for this type of e-newsletter is 24%).



Connect with us at [instagram.com/frankcompany](https://www.instagram.com/frankcompany) for the latest scoop of what is happening in the visual arts in Wisconsin.