

DALE BARRETT

dalebar@sympatico.ca
416-922-7581
dalebarrett.ca

EXPERTISE

ART DIRECTION
PRINT AND DIGITAL DESIGN
PREPRESS PRODUCTION
PRODUCTION MANAGEMENT
APPLE SYSTEMS/SOFTWARE
ADOBE CREATIVE SUITE
INDESIGN
PHOTOSHOP
ACROBAT PRO
ILLUSTRATOR
MS OFFICE
EPSON PRO

PORTFOLIO

GRAPHIC DESIGN & PRINT
PRODUCTION MANAGEMENT

Designing and managing publications, marketing assets and development materials for the cultural sector, corporate clients, and travel industries.



I approach design with the eye of an artist/curator—pulling apart words and visual content and reassembling them to communicate strong, powerful messages. I focus on giving ideas space to breathe, and on cutting out the noise so that key messages—embedded in images and words—can be seen and read with comfort and impact.

My freelance practice focuses on designing marketing assets, development materials, magazines and books for corporate and cultural clients. Notable clients include the Royal Ontario Museum, Gardiner Museum, Craft Ontario, TD Bank, RBC, YYZ Books, Kinsman Robinson Galleries, Option Art (Art Map of Toronto, Art Map of Ontario), and others.

Since 2009, I've managed the design, production and printing of *Studio* magazine, a craft and design magazine published by Craft Ontario. From 2015 to 2021, I managed the production and printing of *Canadian Art* magazine. I also designed marketing assets, promotional decks, development materials, and corporate reports for the Canadian Art Foundation and its corporate partners including RBC, BMO and others.

EXPERTISE

- Art direction/design: magazines, books, catalogues, reports, media kits, marketing decks, ads, brochures, wayfinding, signage.
- Print & digital production, typography, photo editing/correction.

SOFTWARE/HARDWARE

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- MS Word, Adobe Acrobat, Excel, Filemaker Pro, Outlook, ReSize
- Epson Printer: software management, calibration & printing
- Presspress file preparation, and print production management
- Offset and sheetfed press checks/proofing

SKILLS

- Design/manage the production of print and digital magazines, publications, reports, marketing and communications materials
- Preflight InDesign and Photoshop files, create press-ready PDFs
- Schedule and carry out press checks
- Plan, produce, oversee and distribute production schedules
- Gather competitive bids and negotiate print supplier contracts
- Produce and upload digital versions of publications to online distribution sites such as PressReader, Flipster, MagazineCloner

CURRENT WORK

- Art Director, *STUDIO* Magazine, 2009–Present
- Dale Barrett Design, Freelance Graphic Design, 1991–Present

WORK HISTORY

- Print Production Manager, *Canadian Art Magazine*
- Freelance Clients (Graphic Design): Alzheimer Society of Canada, Art Gallery of Greater Victoria, Art Gallery of Hamilton, Art Gallery of Sudbury, Barbara Silverberg Galerie, Canadian Art Foundation, Craft Ontario, Kinsman Robinson Galleries, OPTION ART, Robert McLaughlin Gallery, Royal Ontario Museum, Uxbridge Artists Collective, Varley Art Gallery, YYZ Books
- Director/Curator, John B. Aird Gallery
- Assistant Director, Galerie Barbara Silverberg
- Assistant Director, Prime Gallery
- Curatorial Assistant, Gardiner Museum
- Curator, The Craft Gallery, Ontario Crafts Council
- Program Coordinator, Inter/Access
- Curator, Oakville Galleries

EDUCATION, PROFESSIONAL DEVELOPMENT & ACTIVITIES

- Bachelor of Arts, Fine Art, Asbury University, Lexington, KY: 1980
- Part-time Studies in Design/Graphic Communications at Ryerson Polytechnical Institute, George Brown College, Dundas Valley School of Art, McMaster University
- Ontario Arts Council: Juror, Public Art Galleries Program of Support; Juror, Individual Craft Grants; Juror, Electronic Media Grants; Juror, Visual Arts Special Project Grants to Organizations
- Metropolitan Museum of Art, NY: Rethinking Interpretive Tools: Use of the Printed Word in Museums & Galleries
- Banff Centre: Critical Fictions: Writing Criticism Workshop
- Galleries Ontario: Developing Positive Communications Practices; Curators' Work: Curatorial Methodology & Practice; For (Effective) Media Release.

AWARDS

- 2009 Book Design Award, Ontario Association of Art Galleries for *Great New Wave: Contemporary Art from Japan*, co-published by the Art Gallery of Hamilton and Art Gallery of Greater Victoria

OTHER PROJECTS/INTERESTS

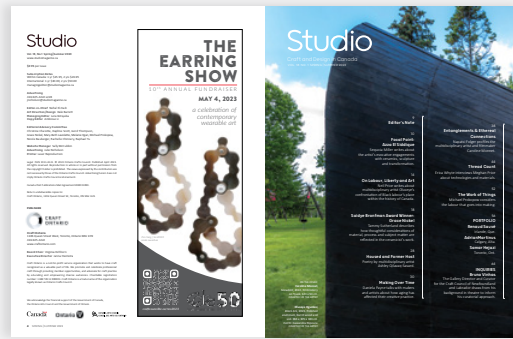
- STEP-UP FUND (stepupfund.ca)
In 2009, I established a scholarship for students of Beausoleil First Nation located on Christian Island (located in the southern tip of Georgian Bay). The fund provides financial assistance to BFN students to pursue post-secondary education. I continue to organize fundraisers for the scholarship which has grown into an endowment that now provides support in perpetuity.

WEBSITE

- ON-LINE PORTFOLIO: <https://dalebarrett.ca>



Spring/Summer 2023 (Cover), Published by Craft Ontario



Spring/Summer 2023, Published by Craft Ontario



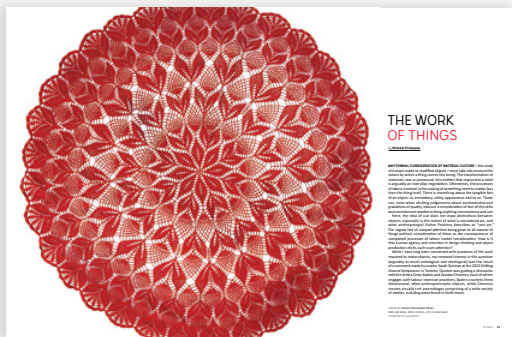
Spring/Summer 2023, Published by Craft Ontario

STUDIO MAGAZINE

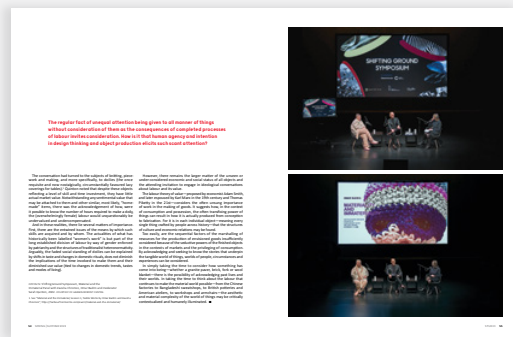
GRAPHIC DESIGN AND PRINT PRODUCTION MANAGEMENT

2009, 2010, 2011, 2012, 2013,
2014, 2015, 2016, 2017, 2018, 2019,
2020, 2021, 2022, 2023

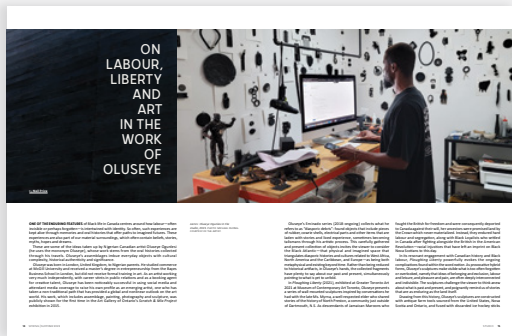
Craft and Design Magazine
(COVER/SPREADS, SPRING/SUMMER 2023)



Spring/Summer 2023, Published by Craft Ontario



Spring/Summer 2023, Published by Craft Ontario



Spring/Summer 2017, Published by Craft Ontario



Spring/Summer 2020, Published by Craft Ontario



Fall/Winter 2021-22 (Cover), Published by Craft Ontario



Fall/Winter 2021-22, Published by Craft Ontario



Fall/Winter 2021-22, Published by Craft Ontario

STUDIO MAGAZINE

GRAPHIC DESIGN
AND PRINT PRODUCTION
MANAGEMENT
2009, 2010, 2011, 2012, 2013,
2014, 2015, 2016, 2017, 2018, 2019,
2020, 2021, 2022, 2023

Craft and Design Magazine
(COVER/SPREADS, FALL/WINTER 2021)



Fall/Winter 2021-22, Published by Craft Ontario



Fall/Winter 2021-22, Published by Craft Ontario



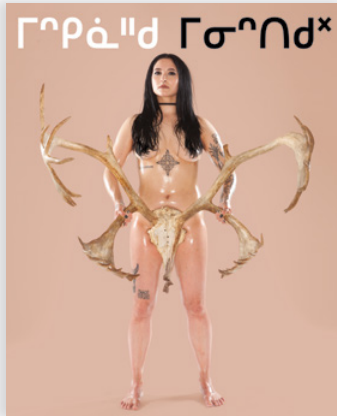
Fall/Winter 2021-22, Published by Craft Ontario



Fall/Winter 2021-22, Published by Craft Ontario



Spring 2021, Published by Canadian Art Foundation



Summer 2017, Published by Canadian Art Foundation



Spring 2020, Published by Canadian Art Foundation



Spring 2021, Published by Canadian Art Foundation

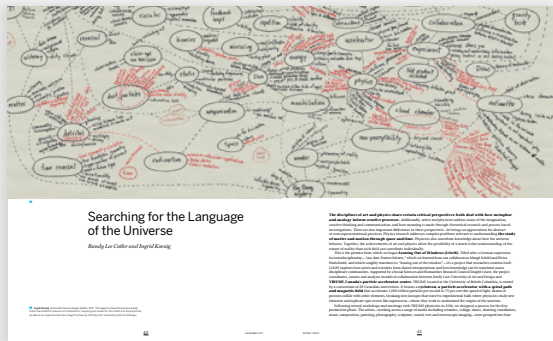
PRINT PRODUCTION MANAGEMENT

CANADIAN ART MAGAZINE

CONTEMPORARY ART MAGAZINE
2015 – 2021 (Quarterly; 24 issues)

Prepared editorial and ad files for printing, managed print-related issues and protocols, and produced digital versions of the magazine for distribution.

SELECT COVERS, PAGES & SPREADS



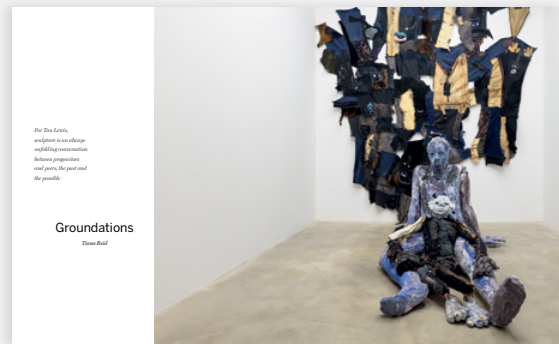
Winter 2020, Published by Canadian Art Foundation



Summer 2017, Published by Canadian Art Foundation



Fall 2020, Published by Canadian Art Foundation

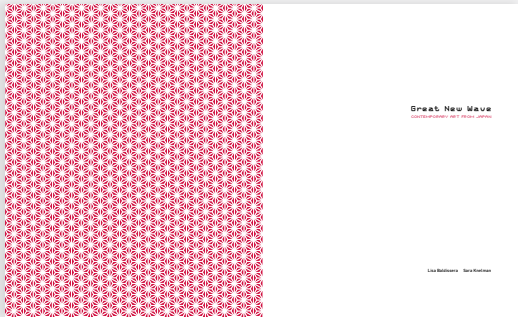


Winter 2020, Published by Canadian Art Foundation



GREAT NEW WAVE
CONTEMPORARY ART FROM JAPAN

Great New Wave: Contemporary Art from Japan (Cover), Published by Art Gallery of Hamilton

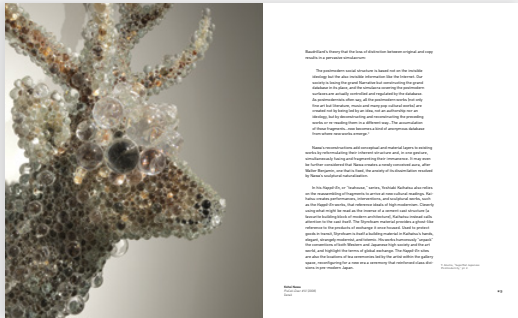


Great New Wave: Contemporary Art from Japan (Interior Spread), Published by Art Gallery of Hamilton

BOOK

GRAPHIC DESIGN AND PRINT PRODUCTION MANAGEMENT

Great New Wave: Contemporary Art from Japan
Art Gallery of Hamilton
Art Gallery of Greater Victoria
(COVER & SELECT SPREADS)



Great New Wave: Contemporary Art from Japan (Interior Spread), Published by Art Gallery of Hamilton



Great New Wave: Contemporary Art from Japan (Interior Spread), Published by Art Gallery of Hamilton



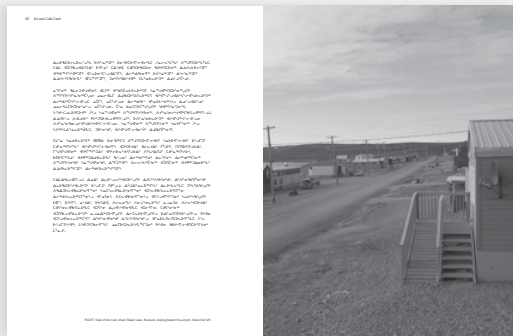
Great New Wave: Contemporary Art from Japan (Interior Spread), Published by Art Gallery of Hamilton



Great New Wave: Contemporary Art from Japan (Interior Spread), Published by Art Gallery of Hamilton



Art and Cold Cash (Cover), Published by YYZ BOOKS



Art and Cold Cash, (Interior Spread), Published by YYZ BOOKS

BOOK
**GRAPHIC DESIGN
 AND PRINT PRODUCTION
 MANAGEMENT**
Art and Cold Cash
 YYZ Books
 (COVER & SELECT SPREADS)



Art and Cold Cash, (Interior Spread), Published by YYZ BOOKS



Art and Cold Cash, (Interior Spread), Published by YYZ BOOKS



Art and Cold Cash, (Interior Spread), Published by YYZ BOOKS



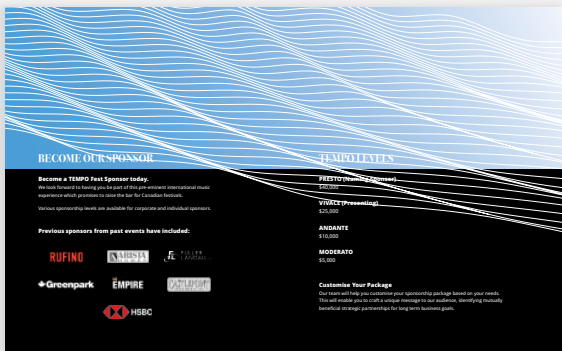
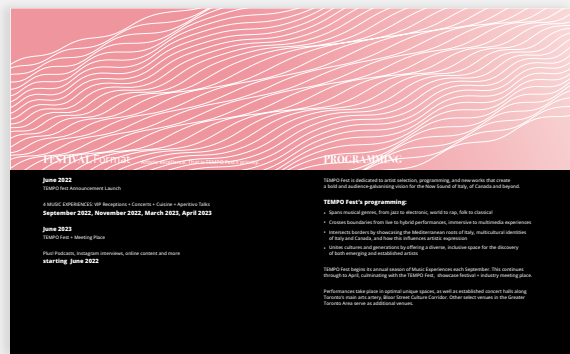
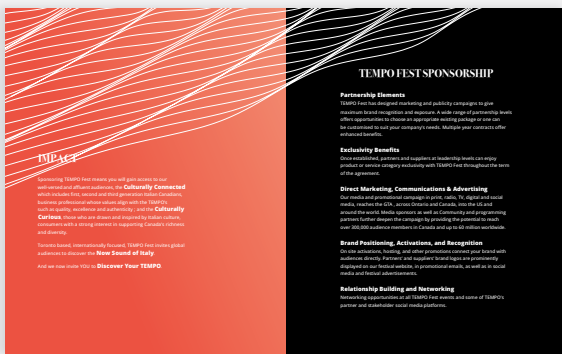
Art and Cold Cash, (Interior Spread), Published by YYZ BOOKS

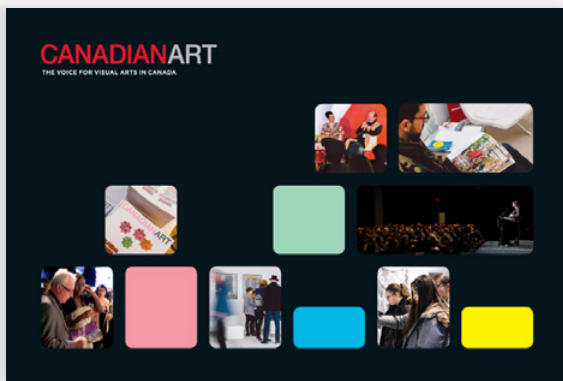


SPONSORSHIP & PRESENTATION PACKAGES

GRAPHIC DESIGN AND DIGITAL PRODUCTION

TEMPO Fest
(COVERS & SELECT PAGES)

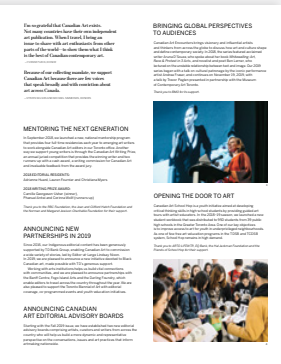
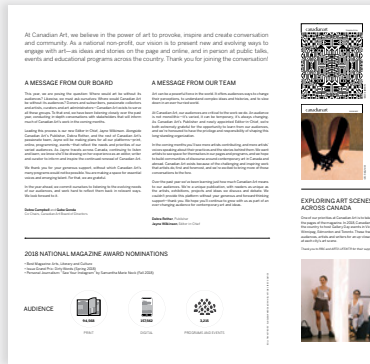
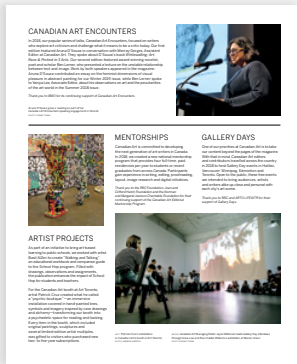
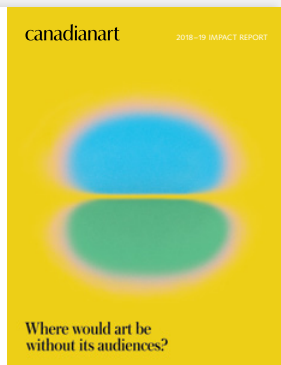
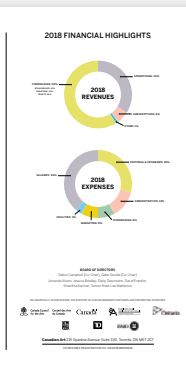
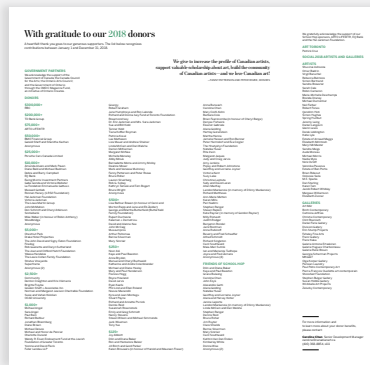


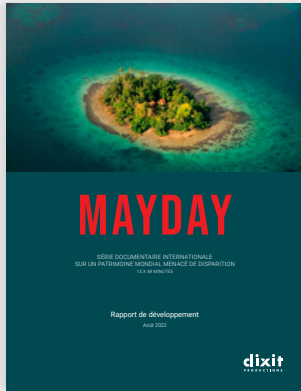


DECKS AND REPORTS

GRAPHIC DESIGN AND PRINT PRODUCTION MANAGEMENT

Canadian Art Foundation
(COVER & SELECT PAGES)

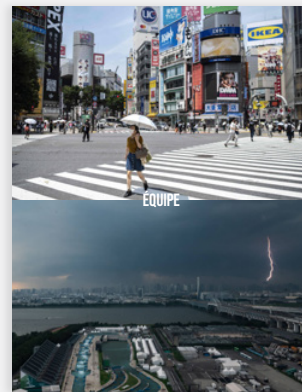
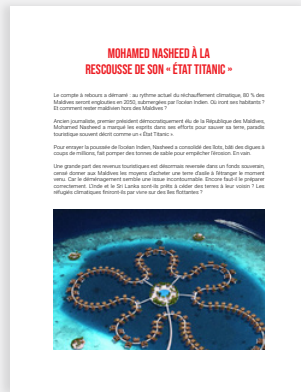


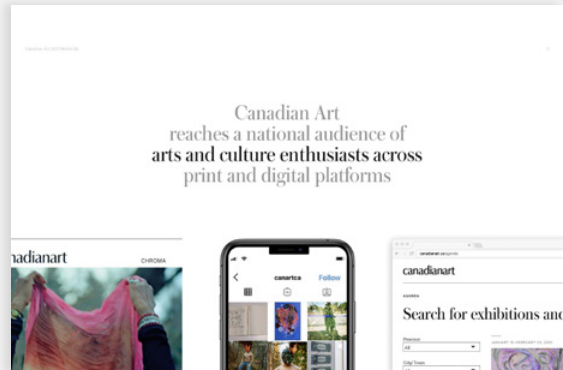


DOCUMENTARY PROPOSAL

GRAPHIC DESIGN & DIGITAL PRODUCTION

DIXIT Productions
(SELECT PAGES)





Print Readership

The print issue reaches a national audience of subscription, occasional and online readers, with special distribution at 101 retail business locations, Canada-wide, and at Air Canada Maple Leaf Lounges and Plaza Premium Lounges in Canada and internationally.*

Average readership per issue: **61,310**

Digital Reach

Newsletter subscribers: **17,074**

canadianart.ca average page views: **109,032**

Social Media

Facebook: **35,877**

Twitter: **31,600**

Instagram: **28,300**

MEDIA KIT

GRAPHIC DESIGN AND PRINT PRODUCTION MANAGEMENT

Canadian Art Foundation
(COVER & SELECT PAGES)

Canadian Art reaches a highly engaged, educated and affluent audience.

60% are female and 40% are male

72% of our audience reads each issue of the print edition

30% of readers spend 60+ minutes reading the print edition

44% of readers have a post-secondary education

35% of readers have a household income of **\$100,000 +**

"Canadian Art offers some of the best critical analysis of contemporary art and is wide ranging and accessible at the same time. The issue themes are topical and the articles help me keep up to date on artists and trends in artworld."

"Canadian Art is the one magazine I read cover to cover as it keeps me informed about what is happening in art in Canada."

"Independent thought and journalism, especially not leaning towards or scared of the status quo. Representative journalism of our country, not just the privileged few."

canadianart.ca Digital Advertising

Premiere positioning. High visibility. Relevant editorial environment.

Average monthly page views: **109,032**

Average monthly visitors: **57,000***

canadianart.ca is **top-ranked by Google** for contemporary art in Canada

Unit	Dimensions	File Type	CPM*
Half Page Banner	300 x 900 pixels	GF or JPEG	\$60/M
Big Box	300 x 300 pixels	GF or JPEG	\$45/M

*CPM based on 1000 impressions

Sponsored Post

Canadian Art sponsored posts are a smart strategy to connect with our art- and culture-focused audience.

Sponsored posts are developed to be relevant to your audience and delivered as a seamless experience to readers, with the look and feel of our respected editorial environment.

Each sponsored post runs for **two weeks on the homepage** of canadianart.ca and is integrated with our article feed.

The post is featured in **one newsletter** and **posted once on Canadian Art's Instagram**.

Rate: **\$3,000**/sponsored post

2021 Rates, Dates and Specs

NATIONAL RATES	1 Time	3 Times	4 Times
Four Color	\$5,475	\$17,025	\$21,300
Trade Rate (one year)	\$12,000	\$33,000	\$40,350
Discounts (one year)	\$12,000	\$33,000	\$40,350
Full page	\$5,250	\$15,750	\$19,250
Half page	\$2,625	\$7,875	\$9,625
Quarter page	\$1,312	\$3,937	\$4,812

RETAILERS & MUSEUM RATES	1 Time	3 Times	4 Times
Four Color	\$5,400	\$16,200	\$20,250
Trade Rate (one year)	\$11,500	\$34,500	\$42,750
Discounts (one year)	\$11,500	\$34,500	\$42,750
Full page	\$2,750	\$8,250	\$10,250
Half page	\$1,375	\$4,125	\$5,125
Quarter page	\$687	\$2,062	\$2,562

PUBLISHING SCHEDULE	Issue	Close	Material Due	In Market
Spring 2021	February 2	February 19	March 19 to June 14	
Summer 2021	May 4	May 11	June 14 to September 14	
Fall 2021	August 5	August 12	September 14 to December 14	
Winter 2022	October 28	November 2	December 14 to March 14	

PRINT ADVERTISING SPECIFICATIONS

Print Size - White background
 2021: 4.875" x 7.125"
 2022: 4.875" x 7.125"

1/4 Page with Border
 2021: 4.875" x 2.875"
 2022: 4.875" x 2.875"

1/2 Page - Vertical
 2021: 4.875" x 5.625"
 2022: 4.875" x 5.625"

1/2 Page - Horizontal
 2021: 4.875" x 2.875"
 2022: 4.875" x 2.875"

FILE FORMAT AND DELIVERY

File Format
 All files must be submitted as PDF files. All files must be submitted as PDF files. All files must be submitted as PDF files.

Expanded Color
 CMYK color printing. All colors must be submitted in CMYK. All colors must be submitted in CMYK. All colors must be submitted in CMYK.



CANADIAN ART'S MISSION IS TO CONNECT THE VISUAL ARTS WITH ALL CANADIANS

Through thought-provoking coverage and engaging programming, Canadian Art broadly explores how visual art affects contemporary culture.

Our award-winning content and programming drive engagement by exploring the intersections of visual art with music, writing, performance, design, fashion and architecture.

Canadian Art's readership is a dedicated print and digital audience. Our audience represents a diverse spectrum, from high school students to young professionals and affluent art collectors.

REACH AFFLUENT AND SOPHISTICATED READERS

CANADIAN ART readers are people for whom art is essential

- Average age: 43
- Male/Female: 40%/60%
- Average household income: \$110,000
- Working financial management and investment advice: 32%

CANADIAN ART readers have art collections with an average value of \$56,000

- 78% have a personal art collection
- 76% will purchase art or art services in the coming year
- 42% plan major home renovations in the next 12 months

CANADIAN ART readers are passionate about travel and cultural destinations

- 77% visit museums or galleries 10+ times a year
- 75% like travel to include art fairs and exhibitions
- 67% will go on vacation in the next 12 months

MEDIA KIT

GRAPHIC DESIGN AND PRINT PRODUCTION MANAGEMENT

Canadian Art Foundation
(COVER & SELECT PAGES)

CANADIAN ART 2018 EDITORIAL LINE-UP

SUMMER 2018: TRANSLATION

In a time when we're hearing more and more isolated and fearful, translation—of the art of communicating across a variety of cultures with increasing frequency—has never been so vital. This issue seeks to present the most influential and vibrant of a variety of acts of translation, whether they happen across language, media or borders. The issue will be made relevant and pertinent to a variety of issues and themes that are fundamental to reading and viewing art.

FALL 2018: CLIMATES

"The greenhouse" is a heated term, but there is a far broader and more complex art to all its iterations and cultural geographies. Now, the environment, which we are a part of and which is affecting us in so many ways, has become a central theme in the work of artists, particularly working in the medium of film. This issue will look at how climate change is affecting contemporary cultural production, and how artists are responding to this threat. It will explore the role of art in the production of the world we live in—direct and indirect, visible and invisible.

CANADIANART.CA IS CANADA'S VISUAL-ARTS WEBSITE

Our fully optimized website offers an image-rich and interactive experience that keeps readers informed and inspired. In addition to original content, in-depth features, reviews and breaking news from the Canadian art world, canadianart.ca also hosts a comprehensive, up-to-date guide to most art exhibitions and events.

BANNER ADVERTISING

Program guaranteed, high visibility. Relevant environment.

- More than 200,000 unique page views
- More than 80,000 unique visitors per month
- The Canadian Art Foundation is a national organization with a strong presence in Toronto, Montreal, Vancouver and other major Canadian cities
- Canadian Art is recognized by Google for contemporary art & design

UNIT DIMENSIONS FILE TYPE CPM*

Half Page	300x250px	JPG or GIF	\$45
Quarter	150x125px	JPG or GIF	\$22
Medium	300x100px	JPG or GIF	\$30
Rectangle	175x60px	JPG or GIF	\$25



CANADIAN ART WEEKLY

Canada's most influential art magazine that also features exhibitions, talks and screenings in cities nationwide and every page is free for our engaged readers.

- More than 200,000 unique page views
- More than 80,000 unique visitors per month
- The Canadian Art Foundation is a national organization with a strong presence in Toronto, Montreal, Vancouver and other major Canadian cities
- Canadian Art is recognized by Google for contemporary art & design

RATE: \$100 CPM

ADVERTISING: \$100 per 100 ad spots or 1000 impressions: 10,000



SPONSORED CONTENT

Canadian Art is designed to be relevant to your audience with content and creative approaches that look and feel as if they were created by our editorial staff.

- Artwork, design and content are selected with a focus on quality and relevance
- Content is created by the editorial staff and is not sponsored
- Content is created by the editorial staff and is not sponsored
- Content is created by the editorial staff and is not sponsored



2018 RATES, DATES & SPECS

NET RATES

PRINT CIRCULATION	1 YEAR	3 YEARS	4 YEARS
Single copy	\$2.00	\$2.00	\$2.00
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20

GALLERY RATES

PRINT CIRCULATION	1 YEAR	3 YEARS	4 YEARS
Single copy	\$2.00	\$2.00	\$2.00
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20

BLACK & WHITE RATES

PRINT CIRCULATION	1 YEAR	3 YEARS	4 YEARS
Single copy	\$2.00	\$2.00	\$2.00
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20
Single copy (incl. GST)	\$2.20	\$2.20	\$2.20

PUBLISHING SCHEDULE

ISSUE	COPY	ISSUE DATE	ADVERTISING DEADLINE
SUMMER 2018	June 24	June 24	March 31 to June 15
FALL 2018	September 12	September 12	June 15 to September 15
WINTER 2018	December 12	December 12	September 15 to December 15

PRINT ADVERTISING SPECIFICATIONS

FILE FORMAT & DELIVERY

FILE FORMAT: All files must be submitted in either PDF or EPS format. All files must be submitted in either PDF or EPS format. All files must be submitted in either PDF or EPS format.

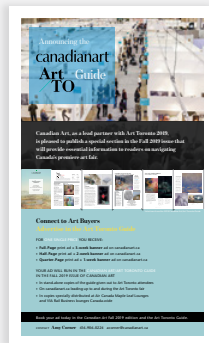
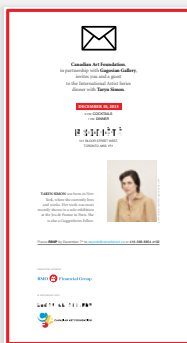
CANADIAN ART SOCIAL 2018

The Canadian Art Foundation's largest annual fundraiser is the Canadian Art SOCIAL, held annually in Toronto. With over 200 talented art, cultural, philanthropic and business leaders party for the night, the event is a must-attend event. The annual dinner guests include some of Canada's most important art collectors and patrons.

Social 2018 offers a unique and vibrant mix of art and social activities. The event is a must-attend event for anyone interested in contemporary art in Canada and is an essential source of funding for the Canadian Art Foundation.

Social 2018 will be held on September 27 at Empress Brick Works.

PRESENTING PARTNER:

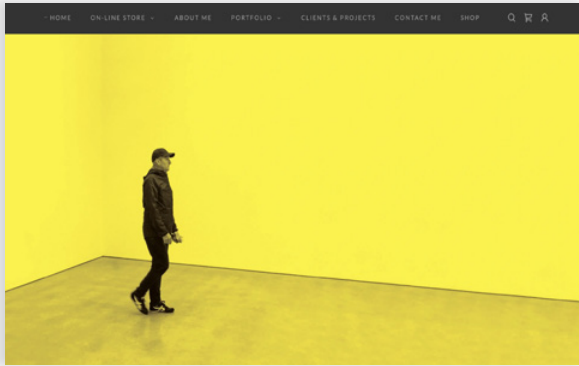


ADS AND ADVERTORIALS

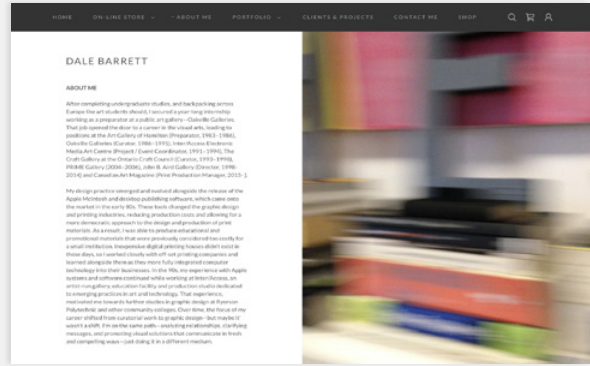
GRAPHIC DESIGN
AND PRINT PRODUCTION
MANAGEMENT

Canadian Art Foundation
(SELECT ADS & ADVERTORIALS)

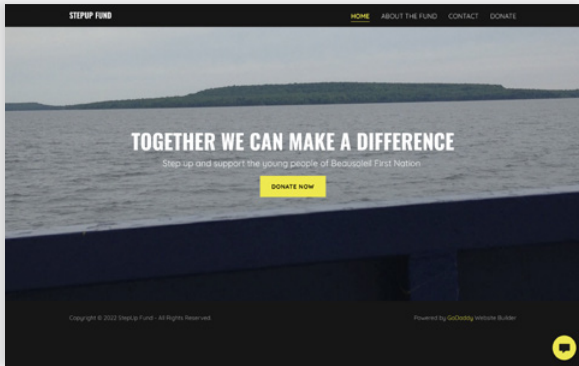




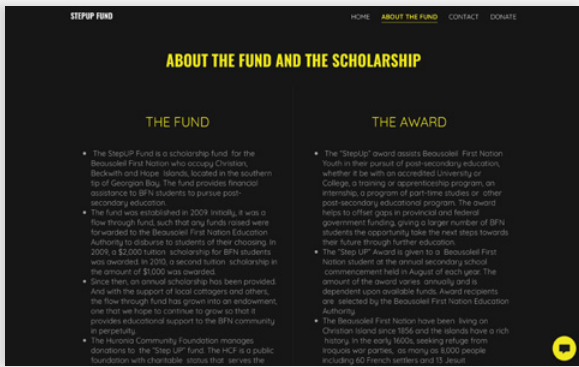
Website: dalebarrett.ca



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Website: stepupfund.ca

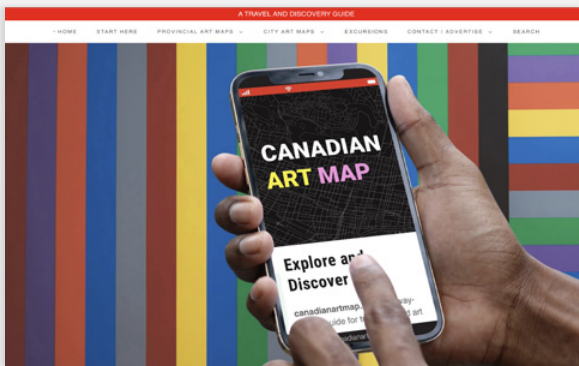


Website: stepupfund.ca

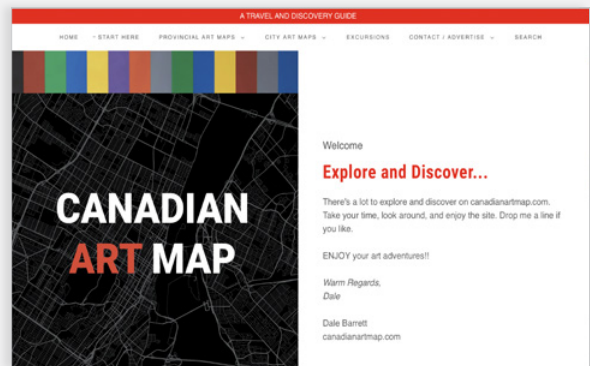
WEB SITES

GRAPHIC DESIGN
AND PRINT PRODUCTION
MANAGEMENT

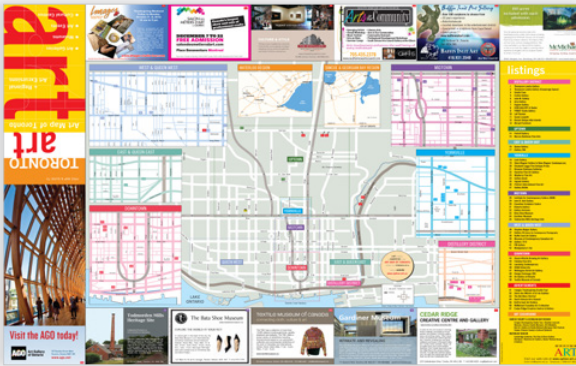
dalebarrett.ca
canadianartmap.com
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ART MAPS

GRAPHIC DESIGN,
ILLUSTRATION
& PRINT PRODUCTION
MANAGEMENT

Art Map of Toronto
(2008, 2009, 2010, 2011,
2012, 2013, 2014, 2015)
Published by OPTION ART
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