

Online Viewing Rooms – Press & Marketing Information

PRESS TEXT AND VISUAL MATERIAL

Art Basel will be publicized through an international media and advertising campaign on all our channels. We therefore require information and photographic material from the participating galleries in advance to promote the program to the media and our visitors before and during Online Viewing Rooms.

- Please send high resolution images (in jpg format) of the main works of art you will be presenting in the Art Basel Online Viewing Rooms including captions, a courtesy line, as well as a press release in English about your gallery's presentation to Sarah Norton, press@artbasel.com.
- The text and the pictures will be supplied to the press for coverage and reports about the Online Viewing Rooms, as well as being used for promotion on our digital channels. The text should contain information about the exhibited artists and works of art, as well as your gallery.
- Please note that all images are subject to cropping for optimal presentation and/or to meet platform requirements (for example, to comply with the square format of Instagram).
- **Communication deadlines:** For a possible inclusion in the first part of the campaigns, we kindly ask you to send us the materials **by November 5, 2020**. We fully appreciate the tightness of this deadline, and completely understand should your materials require more time – but for a fuller communication campaign any materials received in advance would be greatly appreciated.

Please note that by sending us your images and their respective captions, you are consenting to Art Basel's use of these images on all of our promotional channels (newsletter, website, social media, etc.), as well as distribution to members of the media to accompany press on or relating to Art Basel. Art Basel works with Sutton and Fitz & Co on the media outreach for the Online Viewing Rooms. Representatives of these agencies might contact your gallery earlier to request information for more timesensitive media inquiries.

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Online Viewing Rooms, December 2–6, 2020

Art Basel, MCH Swiss Exhibition (Basel) Ltd., Messeplatz 10, 4005 Basel, Switzerland, artbasel.com