

Survey of Major Yellow Pages Advertisers *

Art Galleries / Dealers / Consultants

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Galleries Fine/Original Art Dealers - Buying & Selling Art Consultants Original Paintings Sculpture/Carvings Delivery & Installation Limited Edition Prints Etchings/Glass Art Consignments Art Appraisals Art Authentications Art Restoration/Conservation Exhibits/Exhibitions Folk Art/Decoys Tribal Art Artifacts Photography/Photographs Local Scenes Museum Quality Framing Serigraphs/Lithographs Custom & Portrait Painting	(Fine) Custom Framing/Matting Oils/Water Colors Pastels/Acrylics Framed/Unframed Charcoals/Pen & Ink Classes/Instruction “Original Art From the 16th Century to the Present” LISTS OF ARTISTS REGULARLY EXHIBITED (Original) Graphics (Vintage) Posters/Art Books Ready-Made Frames Office Environments Creative Solutions Masters / Contemporary Murals by Commission Investment Art Pottery/Ceramics Buy Estates/Pieces Masters Listed – Picasso, etc. Handmade Jewelry(Details)	FOCUS OF AD VARIES WITH AREA(S) OF INTEREST - e.g., Indian Art, Southwestern Art, Japanese Art, Masters, Wildlife, 19th, etc. Century, African, Modern, Early American, Eskimo Art, Russian, European Art, Landscape, etc., etc. Bronze Sculpture Wall Décor/Gifts Religious Art/Objects “Museum Quality Paintings” Corporate & Residential Art Restoration of Frames “Dealers/Collectors Wanted” Conservation Framing Description of Art Types/Focus Large Selection of Molding, Matting, and Glass Laminations/Needlework Stretching Antique Prints & Maps (Free) Office Presentations
Confidence Factors:	Years in Business Insured / No. of Prints in Stock Highest Prices Paid Home & Office Consultant Name(s) of Owner(s)	Exclusive Venue for: (Artists’ Names Listed) Large Framed Inventory (Local) Artists Listed Specialty – 19 th Century, etc.	Memberships – Appraisal Assns “Conservation & Museum Standards” PPFA Certified Framers Specialist in Investment Art International Dealers/Groups Represented
Convenience Factors:	Business Days/Hours Location Data Shipping Nationwide/Worldwide Online Tour Toll-Free/Fax Number	Delivery (of Purchases) Open 7 Days Rush Service Available (for Framing, etc.) Brochure Available	Credit Cards / Showroom by Appointment Website/E-Mail Address “Every Medium, Every Price Range” Saturday/Sunday Hours Invitation/Inducement to Visit Website
Special Services or Extras:	Layaway/Extended Payment Commercial Accounts Curios/Antiques Custom Mirrors Jewelry, Beads, etc.	Rare/Out-of-Print Books Custom Painted Furniture Aviation Art/Marine Art Miniatures - Furniture, etc. Decorative Accessories	Free Art Consultation Crafted Rugs/Blankets Art Leasing Needlework Framing Corporate Framing Service
Typical Related Headings:	Antique Dealers Picture Framing	Art Instruction Appraisers	Collectibles Art Restoration & Conservation

* A National Survey of Major Yellow Pages Directories in Calif., Col., Ga., Ill., NY, Penn., Texas., etc.
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