

TAC Marketing Placement Guidelines

Requirements, dimensions and examples



Requirements & Recommendations

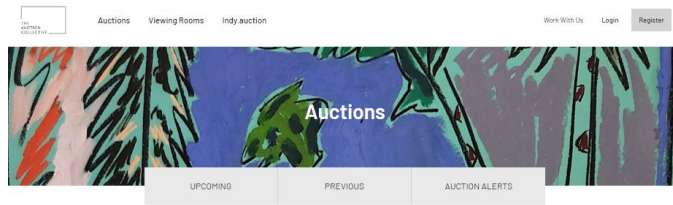
Requirements

- Send 3-5 images to be used across the TAC site and socials
- High-resolution images (not blurry)
- Clean images only - i.e no text overlay, no logos

Recommendations

- We find that editorial images work well, such as: in situ shots, studio, portraits of artists, exhibition install shots
- We recommend sending at least two images of lots
- In the following slides you will find the placements we offer - please keep these ratios in mind when choosing your images, to avoid awkward cropping

TAC Website



02 SEPTEMBER 2024 - 06 SEPTEMBER 2024, Ends 02:00 PM (UK time)
Art on a Postcard: September Flash Auction
Art on a Postcard's flash auction will run for five days from Monday to Friday. There are 60 lots lined up which haven't been collected, bid on or paid for over the last 10 years. All proceeds will be donated to The Hepatitis C Trust, with the aim to eliminate the virus by 2030.
[View Auction >](#)

28 AUGUST 2024 - 18 SEPTEMBER 2024, Ends 10:00 PM (UK time)
Jennifer von Walderdorff Charity Auction
Jennifer Countess von Walderdorff is bringing the first Fashion Week Auction, fundraising for Sustainable Fashion Week. The auction is elevating the artists and brands who champion Sustainable Fashion and Art, through one-of-a-kind wall art pieces and vintage fashion and jewellery.
[View Auction >](#)

13 SEPTEMBER 2024 - 24 SEPTEMBER 2024, Ends 01:00 PM (UK time)
Villa Collective: Artist Retreat for Albania Overboard
In May, Villa Collective hosted its first-ever Artist Retreat at Dovecote House, one of its Corfu villas. Six wonderful painters spent a week capturing the wonder of the island on canvas, creating artwork that will be auctioned later this year to support Albania Overboard.

Ratio: Landscape 16:9
Dimensions: max 1280 x 720 pixels
View [live site](#)



Art. Events. Auctions.



TIMED AUCTIONS

Villa Collective: Artist Retreat for Albania Overboard
[View the auction >](#)

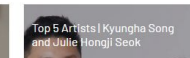
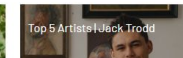
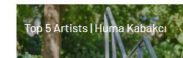
TIMED AUCTIONS

Artist Studio Sales
[View the auction >](#)

TIMED AUCTIONS

Art on a Postcard: September Flash Auction
[View the auction >](#)

Featured Editorials



Ratio: Square 1:1
Dimensions: 1000 x 1000 pixels
View [live site](#)

TAC Newsletter



Rowley Gallery Fundraising Auction

The Rowley Gallery, an esteemed institution in Kensington since 1898, recently faced the prospect of closure due to financial difficulties. However, the gallery has been revitalized by the generous support and donations from its community of friends and customers. Proceeds from this auction will be instrumental in ensuring the continued operation of The Rowley Gallery.

Timed Auction

Ends on 1 August, from 4:30PM (UK Time)

Starting bids: £50 - £3,000

[VIEW AUCTION](#)

Ratio: Landscape, 16:9

Dimensions: Maximum 1280 x 720 pixels

Audience: TAC Buyer Database

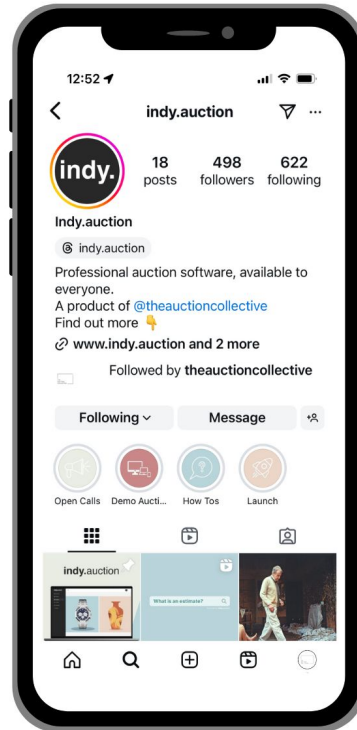
Social Media: TAC & Indy.auction

Ratio: Square, 1:1
Dimensions: 1000 x 1000 pixels

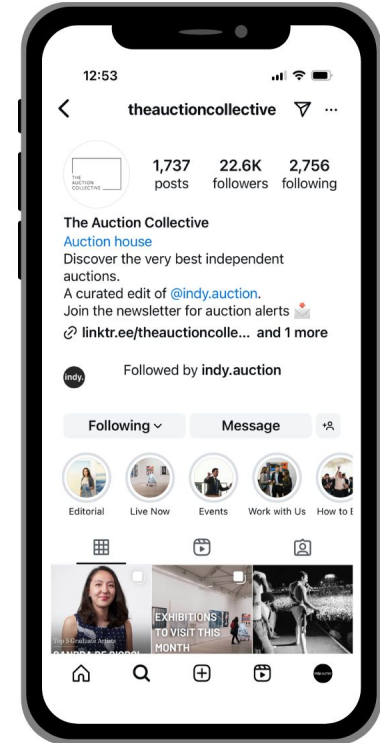
Ratio: Portrait, 4:5
Dimensions: 1080 x 1350 pixels

Ratio: Portrait, 9:16
Dimensions: 1080 x 1920 pixels

View our Instagram profiles for further examples



[@indy.auction](https://www.instagram.com/indy.auction)



[@theauctioncollective](https://www.instagram.com/theauctioncollective)