

### ISSUES AND CLOSING DATES:

Space reservations are due no later than the 15th of the month, one month preceding issue date for the *Southeast edition* (i.e. Dec. 15th for the issue that comes out in mid-January)

Each guide is published quarterly, Winter, Spring, Summer & Fall. The Southeast edition is usually available at the end of January, mid April, mid July & the end of October.

### PRODUCTION SERVICES:

Typesetting, layout/design, color separations, camera enlargement or reduction and image scanning are all available. Production services will be billed with insertion invoices at the rate of \$100.00 per hour with a one hour minimum. Each additional hour is billed in .25 hour increments. Web design is available too.

### FREQUENCY DISCOUNTS:

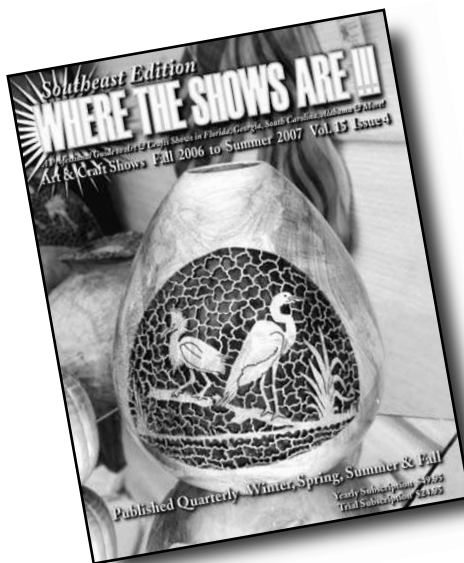
Frequency rates are determined by the number of display insertions within a 12 month period from the date of the first insertion and this is an earned rate. An advertising schedule of mixed size ads may be used to earn a frequency discount. To earn the frequency discount, all ads must be scheduled on the advertising contract. No discount is available when taking advantage of our listing/ display ad package.

### ADVERTISING TERMS:

All advertising charges are due within 30 days of publication. No commissions or discounts will be applied to position charges, production charges (including color), or any other special advertiser services provided by the publisher. **New advertisers must submit payment with advertising contract.**

### CANCELLATIONS:

Cancellations are not accepted after one month prior to the date of issue. Changes in copy may be made up to the closing date. When change of copy for advertising under contract is not received by closing date, advertising in the previous issue will be repeated. All changes and cancellations must be received in writing.



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***“THE  
most comprehensive  
guide to the shows !”***

***“Relied upon by  
thousands of arts and  
crafts professionals  
throughout the country.”***

***“Written by artists and  
craftsmen, for artists and  
craftsmen.”***

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**WHERE THE SHOWS ARE !!!**

***Display  
Advertising  
Rates***

*Effective November 1, 2006*

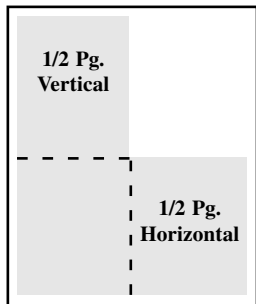
# Display Advertising Sizes

Advertising rates are listed on a per insertion basis. Charges will be adjusted to the applicable rate in accordance with the actual number of insertions during one contract year or within one issue. Dimensions are shown in inches. Based on a three column page. (7.63" X10.13")



Full Page

Full Page  
7.63" x 10.13"

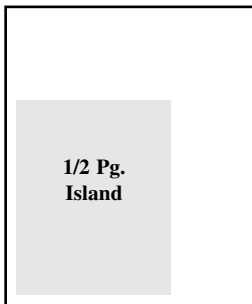


1/2 Pg.  
Vertical

1/2 Pg.  
Horizontal

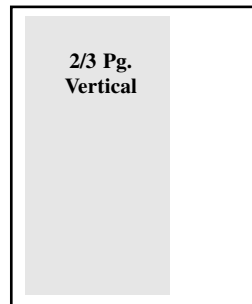
1/2 Page

Vert. 10.13" x 3.73"  
Horiz. 7.63" x 4.98"



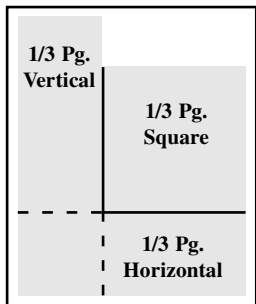
1/2 Pg.  
Island

1/2 Page Island  
Island 5" x 7.51"



2/3 Pg.  
Vertical

2/3 Page  
Vert. 10.13" x 5"



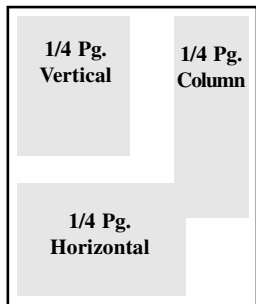
1/3 Pg.  
Vertical

1/3 Pg.  
Square

1/3 Pg.  
Horizontal

1/3 Page

Vert. 2.46" x 10.13"  
Horiz. 7.63" x 3.28"  
Square 5" x 4.98"



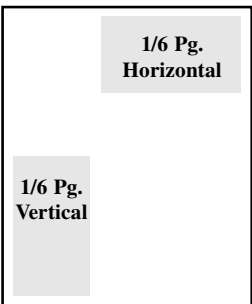
1/4 Pg.  
Vertical

1/4 Pg.  
Column

1/4 Pg.  
Horizontal

1/4 Page

Vert. 3.73" x 4.98"  
Horiz. 4.98" x 3.73"  
Column 2.46" x 7.51"

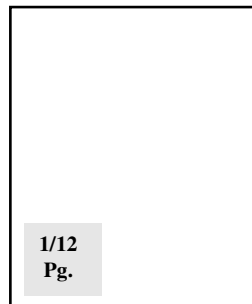


1/6 Pg.  
Horizontal

1/6 Pg.  
Vertical

1/6 Page

Vert. 2.46" x 4.98"  
Horiz. 4.98" x 2.46"



1/12  
Pg.

1/12 Page

2.46" x 2.45"

## DISPLAY ADVERTISING RATES

### SOUTHEAST EDITION

Black & White rates	Insertions Per Year			
	1x	2x	3x	4x
Full Page	\$720	\$690	\$655	\$625
2/3 Page	\$590	\$570	\$545	\$510
1/2 Page	\$475	\$455	\$430	\$400
1/3 Page	\$365	\$350	\$335	\$310
1/4 Page	\$315	\$300	\$285	\$255
1/6 Page	\$245	\$235	\$225	\$210
1/12 Page	\$175	\$165	\$150	\$145

### FOUR COLOR RATES (in addition to earned space rate)

1/4 PAGE \$75.00 1/3 PAGE \$100.00

1/2 PAGE \$150.00 FULL PAGE \$255.00

**PREMIUM POSITIONS:** All guaranteed positions at the earned rate plus 15%: Inside front cover, inside back cover, center spread and back cover. Call for availability and pricing.

**INSERTS:** Available, call for quote. Please note that all advertising inserts, cards and envelopes must comply with automation compatibility requirements deemed by the US Postal Service. *If insert does not meet automation compatibility, then additional charges may be applied.*



**DON'T FORGET TO ASK ABOUT OUR DIRECT MAIL PROGRAMS TOO. PUT YOUR SHOW APPLICATION DIRECTLY IN THE HANDS OF PRESPTIVE EXHIBITORS!**

**LET EXHIBITORS KNOW YOU MEAN BUSINESS WHEN YOU PLACE A DISPLAY AD IN OUR GUIDE!**

### MECHANICAL REQUIREMENTS

Advertising material must be submitted in one of the following formats: The preferred method is electronically as a press ready PDF with copy proof, camera-ready positive with original artwork or photo, film negatives (all film should be right reading, emulsion side down). If using film, submit a color key of matchprint proof with color separations. Type smaller than 10 points cannot be guaranteed perfect registration for either reverse or multi-color.

All line screens should be no less than 85 lpi and no more than 100 lpi, PCL laser prints should be at 300 dpi. Trim size of full bleeds is 8 3/8" x 10 3/4".

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EMAIL: dan@artandcrafts.com**