

arts & activities®

THE NATION'S LEADING ART EDUCATION MAGAZINE

ADVERTISING RATES

| B&W | 1X | 3X | 6X | 10X |
|-------------|--------|--------|--------|--------|
| 2 Pg Spread | \$3869 | \$3698 | \$3509 | \$3313 |
| 1 Page | 2152 | 2054 | 1950 | 1849 |
| 2/3 | 1859 | 1721 | 1584 | 1449 |
| 1/2 | 1487 | 1395 | 1297 | 1214 |
| 1/3 | 1089 | 1011 | 927 | 835 |
| 1/4 | 873 | 821 | 763 | 698 |
| 1/6 | 594 | 555 | 503 | 443 |
| 4" | 489 | 449 | 411 | 372 |
| 3" | 391 | 352 | 320 | 287 |
| 2" | 262 | 241 | 216 | 189 |
| 1" | 137 | 131 | 117 | 104 |

| 2Color | 1X | 3X | 6X | 10X |
|-------------|--------|--------|--------|--------|
| 2 Pg Spread | \$4291 | \$4128 | \$3933 | \$3737 |
| 1 Page | 2387 | 2295 | 2185 | 2074 |
| 2/3 | 2093 | 1950 | 1819 | 1682 |
| 1/2 | 1721 | 1630 | 1539 | 1449 |
| 1/3 | 1324 | 1245 | 1160 | 1070 |
| 1/4 | 1108 | 1056 | 998 | 933 |
| 1/6 | 828 | 790 | 730 | 678 |

| 4Color | 1X | 3X | 6X | 10X |
|-------------|--------|--------|--------|--------|
| 2 Pg Spread | \$4958 | \$4787 | \$4598 | \$4403 |
| 1 Page | 2759 | 2661 | 2550 | 2446 |
| 2/3 | 2459 | 2328 | 2191 | 2048 |
| 1/2 | 2081 | 2002 | 1911 | 1813 |
| 1/3 | 1702 | 1611 | 1532 | 1441 |
| 1/4 | 1487 | 1422 | 1370 | 1305 |
| 1/6 | 1008 | 968 | 943 | 908 |

| Covers | 1X | 3X | 6X | 10X |
|-------------|--------|--------|--------|--------|
| 2 Pg Spread | \$5721 | \$5615 | \$5486 | \$5368 |
| Cover 2 | 3176 | 3118 | 3052 | 2981 |
| Cover 3 | 3176 | 3118 | 3052 | 2981 |
| Cover 4 | 3685 | 3633 | 3548 | 3463 |

AD SPACE DIMENSIONS

NON-BLEED SIZES

| | Width | X | Height |
|---------------------------|--------|---|--------|
| 1 PAGE | 7" | x | 10" |
| 2/3 page vertical | 4-5/8" | x | 10" |
| 1/2 page horizontal | 7" | x | 5" |
| 1/2 page vertical | 4-5/8" | x | 7-1/2" |
| 1/3 page vertical | 2-1/4" | x | 10" |
| 1/3 page square | 4-5/8" | x | 5" |
| 1/4 page vertical | 2-1/4" | x | 7-1/2" |
| 1/4 page square | 4-5/8" | x | 3-3/4" |
| 1/6 page vertical | 2-1/4" | x | 5" |
| 1/6 page horizontal | 4-5/8" | x | 2-1/2" |
| 4" | 2-1/4" | x | 4" |
| 3" | 2-1/4" | x | 3" |
| 2" | 2-1/4" | x | 2" |
| 1" | 2-1/4" | x | 1" |

NON BLEED UNIT SIZES

JOGS TO HEAD

Full Page:
7" x 10"

Bleed Size:
8-1/4" x 11-1/8"

Trim Size:
8" x 10-7/8"

2/3 Page:
4-5/8" x 10"

1/6" Page:
2-1/4" x 5"

1/6 Page:
4-5/8" x 2-1/2"

1/3 Page:
4-5/8" x 5"

1/4 Page:
2-1/4" x 7-1/2"

1/2 Page:
7" x 5"

1/4 Page:
4-5/8" x 3-3/4"

1/2 Page:
4-5/8" x 7-1/2"

1/3 Page:
2-1/4" x 10"

TYPICAL EDITORIAL COLUMNS
2-1/4" x 10"

ADVERTISING MANAGER: Brent Weidemann

DIRECT TOLL-FREE HOTLINE

800-826-2216

Direct Local Calls:

Fax Line:

E-mail:

Web Site:

858-605-0212

858-605-0214

brent@artsandactivities.com

www.artsandactivities.com

MATERIAL REQUIREMENTS

BLEED SIZES

| | Width | X | Height |
|--|---------|---|---------|
| PAGE and COVER Live matter must be centered within 7" x 10" | 8-1/4" | X | 11-1/8" |
| Two pg.spread (full bleed) Live matter must be centered within 14" x 10" | 16-1/2" | X | 11-1/8" |
| Two pg.spread (gutter bleed only) Allow 1/4" safety along each side of gutter | 15" | X | 10" |

- **PREFERRED POSITION:** Add 10% to space rate.
- **BLEED:** Add 10% to space rate.
- **COMMISSION:** 15% to recognized agencies.
- **CASH DISCOUNT:** 2% — 10 days; Net 30 days from invoice date.
- **CONTRACT AND COPY REGULATIONS:** Publisher follows SRDS CONSUMER MAGAZINE CONTRACT AND COPY REGULATIONS. Copies of regulations available on request. **CANCELLATIONS:** All efforts are made to handle cancellations at no charge up to the MATERIAL DUE DATE. After that date, cancellations cannot be processed.

INSERTS

Inserts, polybagging and tipping are available. Please ask for our special Insert Rate Card. All specifications are included.

CIRCULATION INFORMATION

- **CIRCULATION IS 100% PAID**
- **PUBLISHED 10 TIMES PER YEAR**
- **BASIC SUBSCRIPTION RATE: \$24.95/Year**

Member of Audit Bureau of Circulation. Audit Statements available upon request.



NATURE OF CIRCULATION: Art Supervisors, Art Specialists, Classroom Teachers, Principals, Members of Boards of Education for Elementary, Junior High, High Schools, Colleges and Universities; Public, Parochial & Private Schools.

RATE CARD NO. 32

| | |
|--------------------------------|-----------------------------|
| EFFECTIVE: | January 2007 Issue |
| PUBLISHER & EDITOR: | Maryellen Bridge |
| ADVERTISING MANAGER: | Brent Weidemann |
| Direct Toll-Free Hotline: | (800) 826-2216 |
| Direct Local Calls: | (858) 605-0212 |
| Fax Line: | (858) 605-0214 |
| E-mail: | brent@artsandactivities.com |
| Web Site: | www.artsandactivities.com |

• PREFERRED MATERIAL

PDF - PDF/X-1A compliant saved hi-resolution (2400 dpi), fonts embedded, press optimized, binary, full resolution tif output. Contact the Production department for exact Distiller settings. TIF- flattened hi-resolution.

• FILE REQUIREMENTS

- Image resolution: 300 dpi
- Color files - CMYK
- Black & White files - grayscale
- Hard copy must accompany all files.
- Fonts saved to outlines/paths.
- A faxed proof must be sent for all e-mail ads.

MAC or PC - We are Macintosh based, PC format is accepted if saved in accepted format.

Media - CD, E-Mail or FTP Site (call for information).

GENERAL INFORMATION

- **BINDING:** SADDLE STITCH
- **MAGAZINE TRIMMED SIZE:** 8" x 10-7/8"
- **THREE, 2-1/4" WIDE COLUMNS PER PAGE**
- **LIVE COPY AREA:** 7" x 10"

MAGAZINE SCHEDULE

ADVERTISING DEADLINES: For advertising deadlines, insert due dates and material deadlines, please contact our advertising sales manager.

SHIP ORDERS

Attn: Advertising Department
ARTS & ACTIVITIES
12345 World Trade Drive • San Diego, CA 92128

SHIP MATERIALS

Attn: Production Department
ARTS & ACTIVITIES
12345 World Trade Drive • San Diego, CA 92128
E-mail: production@artsandactivities.com

arts & activities

**The Nation's
Leading
Art Education
Magazine!**

