



12345 World Trade Drive
San Diego, California 92128
www.artsandactivities.com

CONTACT:

Advertising Department
ads@artsandactivities.com
(800) 826.2216

REACH YOUR MARKET Audiences perceive special-interest advertising differently than general advertising. Our subscription-only, ABC-audited circulation guarantees your sales message will be seen by qualified, interested art educators, where 95% of our readers find your ads useful in making buying decisions. Plus, 81% of our readers share their copy of *Arts & Activities* with up to 4 people, greatly multiplying your ad's exposure to an enthusiastic audience through tremendous pass-along readership.

advertising

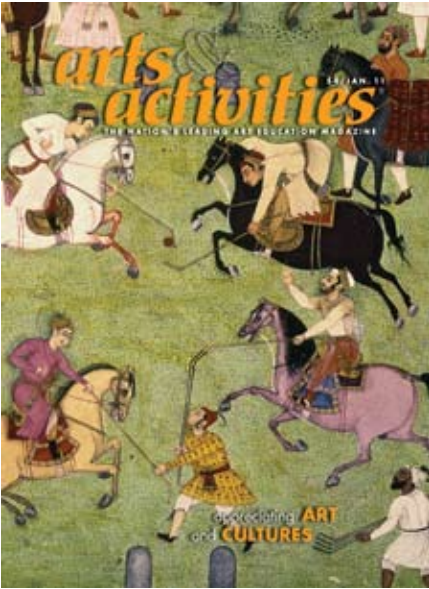
Arts & Activities is the best possible way for you to reach the art education community. We have several print and online advertising opportunities to help you spread the word about your products, programs and services. Our goal is to partner with our advertisers to provide the most efficient and effective advertising plan possible. By providing our readers with the resources and tools they need to be successful in the classroom, we give you the perfect opportunity to showcase your product or service to decision makers and buyers.

list rentals

Arts & Activities offers active subscribers, recent expires and hot-line names for rental on a one-time basis. The names are active educators, 100% direct-mail generated. For more information, contact the *Arts & Activities* List Manager at (858) 605.0231.

purchasing

Up to 96% of *Arts & Activities* readers have direct influence on art-product purchasing decisions. Add over 3.5 million art students and you will see that each ad you place in *Arts & Activities* really does have selling power.



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CONTENTS The *Arts & Activities* subscribers are professional educators who look to our editorial and advertising pages every month for fresh ideas, products and programs to use in their teaching environments.

product information

The monthly department, "Shop Talk," introduces products and services in an editorial format. Those submitting materials are requested to furnish copy and hi-res digital photos with captions.

media reviews

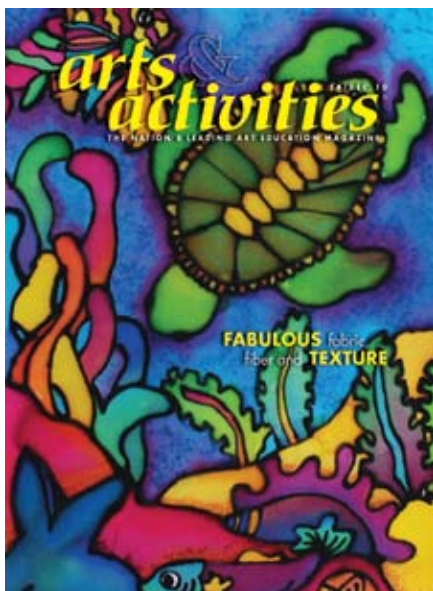
Recent releases in print, DVD, CD-ROM, software and other visual resources are highlighted in the monthly review column. Non-returnable review copies of new material are requested.

buyer's guide

Arts & Activities provides a FREE listing of your company in the annual Buyer's Guide (January) and Guide to Summer Ordering (June). These directories contain a comprehensive listing of manufacturers and distributors of art and craft supplies, equipment and resources, as well as schools and publishers specializing in art education.

special ad sections

Arts & Activities magazine features special advertising sections throughout the publication year. These include Clay Corner, Website Showcase, Catalog Showcase and Schools & Summer Art Experiences.



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AUDIENCE PROFILE

If you are interested in reaching an ABC-AUDITED, 100% paid circulation in the art-education field, *Arts & Activities* is the magazine for you!

increase brand awareness

Nationwide, 80,000 people are involved in art instruction, according to the National Art Education Association. These instructors rely on advertisers — like you — for new materials and ideas that will help them in their job of teaching art.

Arts & Activities is the best possible way for you to reach a large percentage of these potential customers on a regular basis. *Arts & Activities* is used by classroom teachers, art supervisors and other administrative personnel concerned with teaching art at kindergarten through high-school levels, as well as at colleges and universities where the magazine is used as a resource in teacher preparation and in-service training. It is also used for public and private art-therapy activities, and in libraries.

readership analysis

Total Instructional	69%
Elementary	37%
Secondary	27%
Universities	5%
Superintendents, Supervisors, Directors and Ed Boards	6%
Libraries	5%
College art-education students	2%
Others related to field	9%

Average Business/Occupational Analysis of Arts & Activities' PAID circulation for a given month. Percentages will vary slightly with each semi-annual ABC audit.



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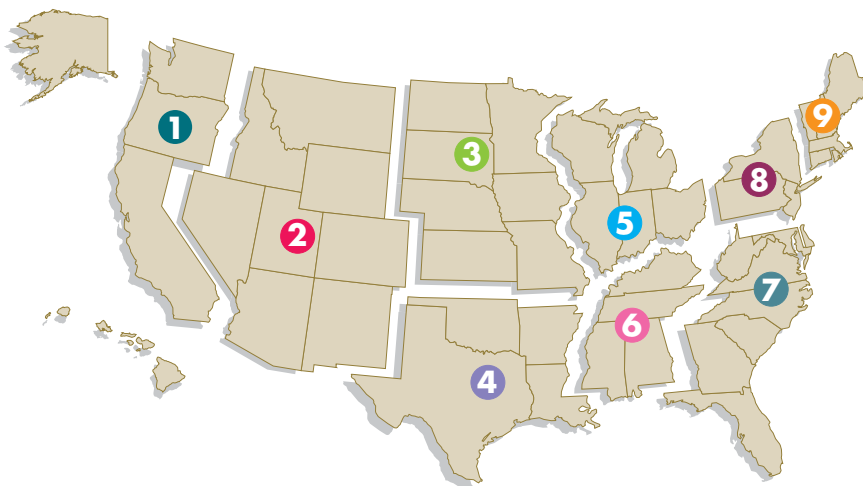
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IDEAL CUSTOMERS

An ad in *Arts & Activities* is seen by a loyal readership of active, qualified professionals in the art-education field. They include curriculum directors, principals, supervisors, librarians, art teachers and a bonus market of college and university students who are pursuing careers as art educators.

Readers involved in actual instruction account for the majority of all circulation with close to equal distribution between secondary- and elementary-school levels. Approximately 7% are involved in university- or college-level activities. The balance of the circulation is made up of supervisory-administrative personnel, art directors and art-curriculum coordinators.

geographic comparison



An average sample of Arts & Activities' PAID circulation for a six-month period. Percentages will vary slightly with each semi-annual ABC audit.

1 Pacific AK, WA, OR, CA, HI	8%	6 East South Central KY, TN, AL, MS	4%
2 Mountain MT, ID, WY, CO, NM, AZ, UT, NV	5%	7 South Atlantic DE, MD, DC, VA, WV, NC, SC, GA, FL	20%
3 West North Central MN, IA, MO, ND, SD, NE, KS	10%	8 Middle Atlantic NY, NJ, PA	16%
4 West South Central AR, LA, OK, TX	9%	9 New England ME, NH, VT, MA, RI, CT	6%
5 East North Central OH, IN, IL, MI, WI	18%	Canada & Foreign	4%

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.



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

ad space rates

B&W	1X	3X	6X	10X
2 Page Spread	\$4178	\$3994	\$3789	\$3579
1 Page	2324	2218	2106	1994
2/3	2007	1859	1711	1564
1/2	1606	1507	1401	1311
1/3	1176	1091	1001	902
1/4	943	887	824	754
1/6	642	599	543	479
4"	528	485	444	402
3"	422	380	346	310
2"	282	261	233	204
1"	148	141	126	112

2/C	1X	3X	6X	10X
2 Page Spread	\$4634	\$4459	\$4248	\$4036
1 Page	2578	2479	2360	2240
2/3	2261	2106	1965	1817
1/2	1859	1760	1662	1564
1/3	1430	1345	1253	1156
1/4	1197	1141	1078	1008
1/6	894	853	788	732

4/C	1X	3X	6X	10X
2 Page Spread	\$5355	\$5170	\$4966	\$4755
1 Page	2979	2874	2755	2642
2/3	2656	2515	2366	2212
1/2	2247	2162	2063	1958
1/3	1839	1740	1655	1556
1/4	1606	1536	1479	1409
1/6	1089	1046	1018	980

Covers	1X	3X	6X	10X
2 Page Spread	\$6179	\$6064	\$5924	\$5797
COVER 2	3430	3367	3296	3219
COVER 3	3430	3367	3296	3219
COVER 4	3980	3924	3832	3740

RATE CARD NO. 33

effective January 2012 issue

For display or online advertising, contact:

Tracy Brdicko

e-mail: ads@artsandactivities.com

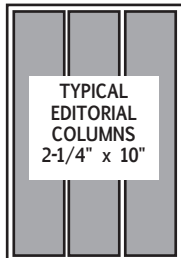
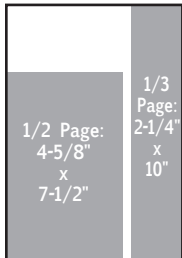
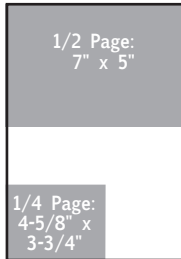
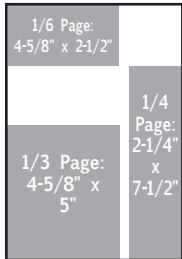
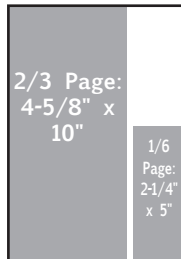
phone: (888) 651.7567

fax: (858) 605.0214

web site: artsandactivities.com

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

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



Trim Size: 8" x 10-7/8"
Bleed Size: 8-1/4" x 11-1/8"
Live Area: 7" x 10"
Binding: Saddle Stitch
Three, 2-1/4" x 10" columns per page

For mechanical specifications, contact:
Kevin Lewis or **Linda Peterson**
e-mail: production@artsandactivities.com
phone: (858) 605.0200
fax: (858) 605.0247
web site: artsandactivities.com

ad space dimensions

	W	x	H
Full 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 horizontal	4-5/8"	x	2-1/2"
1/6 page vertical	2-1/4"	x	5"

Ad sizes above are non bleed and not to be inverted.

preferred material

PDF PDF/X-1a compliant saved hi-resolution (2400 dpi), fonts embedded, press optimized, full resolution tif output. **NOTE:** Contact the Production department for exact Distiller settings. **TIF** Flattened hi-resolution (300dpi)

file requirements

- Image resolution: 300dpi
- Color files in CMYK
- Black and white files in grayscale
- Fonts saved to outline/paths
- Media accepted: CD, E-mail or FTP site (call for information)

send all files/materials to

production@artsandactivities.com **OR** Production Department
Arts & Activities Magazine
12345 World Trade Drive
San Diego, California 92128

SADDLE STITCH ISSUE

FINAL TRIM 8" x 10-7/8"

FULL PAGE UNTRIMMED:

Low Folio Width: 8-1/8"
 High Folio Width: 8-1/2"
 Depth: 11-1/8"

CARD SIZE UNTRIMMED:

Low Folio Width: 3-1/2" min. (flap)
 High Folio Width: 5-1/2" min.
 Depth: 4" min.

QUANTITY: Call for exact count on desired issue.
 Spoilage allowance of 3%.

Contact Production:

production@artsandactivities.com
 858-605-0200 phone
 858-605-0247 fax

Inserts should be shipped **FOLDED** and **UNTRIMMED**. Pack in 50 lb. cartons. Pack all single-sheet inserts facing in same direction. Multi-sheet inserts or folded inserts need to be turned in reasonable amounts. Load ticket should include: Name of inserts, *Arts & Activities*, issue and quantity. **A folded sample must be pre-approved by publisher.**

SHIP INSERTS TO:

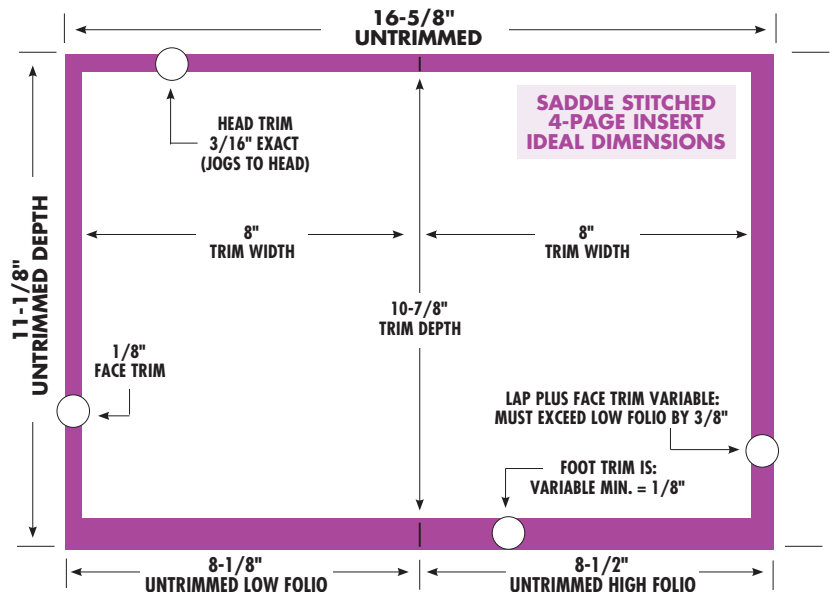
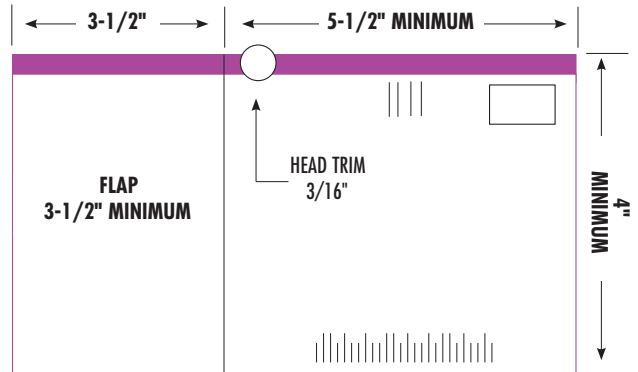
Arts & Activities
 c/o Democrat Printing
 6401 Lindsey Road
 Little Rock, AR 72201
 phone 501-907-7942

TRIMS

Head Trim: 3/16" exact (jogs to head)
 Foot Trim: 1/8" min.
 Face Trim: 1/8" min.
 FOLD: Head closed for high folio binding
 LAP: 3/8" longer on high folio side
 FLAP: 3-1/2" min. low folio side
 LIVE COPY: 1/4" min. from trim lines

PAPER STOCK:

2-4 page inserts 80 lbs. maximum
 6-32 page inserts 60 lbs. maximum
 CARDS 110 lbs. index maximum



INSERT SIZE	RATE	INSERT SIZE	RATE
1 Card	\$1,190	8 Page	\$4,290
2 Card	\$1,485	10 Page	\$5,140
2 Page	\$1,740	12 Page	\$5,995
4 Page	\$2,590	16 Page	\$7,150
6 Page	\$3,440	Each 2 Pages Thereafter:	\$610 additional

TIPPING CHARGE: \$695 (additional)

Tipping charge is non-commissionable, but the space charge is eligible for a 15% agency commission.

Business reply cards or less than a page inserts must be combined with a full page ad.

All inserts must be prepared according to postal regulations and printer mechanical specifications. (See specifications on other sheet)

All prices effective as of July 2000.

Arts & Activities is published 10 times per year.

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

**Arts & Activities Magazine Advertising
Tracy Brdicko**

phone: 1-888-651-7567
 fax: 858-605-0214
 e-mail: tracy@artsandactivities.com
www.artsandactivities.com
 12345 World Trade Drive
 San Diego, CA 92128





Reach more creative minds throughout the 2011-12 school year with our excellent graphic design, high-impact illustrations, quality articles, special features and informative departments.

A&A offers its advertisers:

- > 100% PAID circulation in art education
- > 10 issues a year—more than any other art education magazine
- > Editorial backing
- > SHOP TALK: Product news
- > MEDIA REVIEWS: Videos, DVDs, CD-ROMs and Books
- > TWO BUYER'S GUIDES: January and June/Summer issues
- > Bonus Digital Edition circulation

advertising: **Tracy Brdicko**
 tracy@artsandactivities.com
 phone: (888) 651-7567
 fax: (858) 605-0205

visit us at: www.artsandactivities.com

SEPTEMBER | *editorial focus:* back to school
advertising highlight: Start the school year right by being in the must-have issue thousands of art teachers look to as they prepare for another creative year.
advertising closing date: **July 8**

OCTOBER | *editorial focus:* paper and collage
advertising highlights: Special **CLAY CORNER** ad section gives emphasis to ceramics-related products and services. Plus, this issue offers bonus circulation at state art education association conferences.
advertising closing date: **August 5**

NOVEMBER | *editorial focus:* printmaking
advertising highlight: Do you want our readers to find you on the Internet? Then reserve your space in the first **WEBSITE SHOWCASE** of the year.
advertising closing date: **September 7**

DECEMBER | *editorial focus:* textures
advertising highlights: **CLAY CORNER** ad section features clay-related products and services. Make sure you're a part of our **CATALOG SHOWCASE**. Plus, **25% DISCOUNT** for Video, DVD, CD-ROM, Book and Software ads.
advertising closing date: **October 7**

JANUARY | *editorial focus:* art appreciation
advertising highlight: Readers rely on our **ANNUAL BUYER'S GUIDE** to find manufacturers and distributors of supplies and equipment, school services, publications and other products. Make sure your ad is in this important issue.
advertising closing date: **November 2**

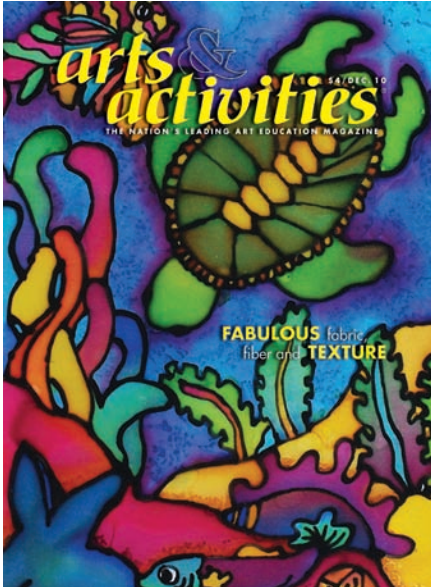
FEBRUARY | *editorial focus:* ceramics and clay
advertising highlights: Join **CLAY CORNER** to receive extra visibility for your ceramics-related products. Make sure our readers will find you on the Internet by advertising in our **WEBSITE SHOWCASE**.
advertising closing date: **December 1**

MARCH | *editorial focus:* drawing and color media
advertising highlights: Be sure your ad is in the **NAEA CONVENTION ISSUE** with bonus distribution at the 2012 convention in New York City. **SCHOOLS AND SUMMER ART EXPERIENCES** helps readers make their summer plans. Plus, **30% DISCOUNT** to school/camp/workshop advertisers.
advertising closing date: **January 5**

APRIL | *editorial focus:* painting and composition
advertising highlights: **CLAY CORNER** puts the spotlight on ceramics ads.
advertising closing date: **February 2**

MAY | *editorial focus:* three-dimensional art
advertising highlight: Our **CATALOG SHOWCASE** is where you need to be to promote your catalog to our readers.
advertising closing date: **March 7**

JUNE | *editorial focus:* summer ideas
advertising highlights: Readers refer to the resources and supplies they find in A&A's **GUIDE TO SUMMER ORDERING**—be sure they see your ad in this issue. **CLAY CORNER** highlights ceramics ads. **25% DISCOUNT** for Video, DVD, CD-ROM, Book and Software ads.
advertising closing date: **April 9**



For advertising, contact:

Tracy Brdicko

tracy@artsandactivities.com

phone: (888) 651-7567

fax: (858) 605-0205

Call for details or visit our Web site

www.artsandactivities.com

SEPTEMBER | back to school

Space closes: 07/08/11

Artwork due: 07/14/11

Issue ships: 08/10/11

OCTOBER | paper and collage

Space closes: 08/05/11

Artwork due: 08/11/11

Issue ships: 09/08/11

NOVEMBER | printmaking

Space closes: 09/07/11

Artwork due: 09/13/11

Issue ships: 10/10/11

DECEMBER | textures

Space closes: 10/07/11

Artwork due: 10/13/11

Issue ships: 11/09/11

JANUARY | art appreciation

Space closes: 11/02/11

Artwork due: 11/08/11

Issue ships: 12/07/11

FEBRUARY | ceramics and clay

Space closes: 12/01/11

Artwork due: 12/07/11

Issue ships: 01/05/12

MARCH | drawing and color media

Space closes: 01/05/12

Artwork due: 01/11/12

Issue ships: 02/07/12

APRIL | painting and composition

Space closes: 02/02/12

Artwork due: 02/08/12

Issue ships: 03/06/12

MAY | three-dimensional art

Space closes: 03/07/12

Artwork due: 03/13/12

Issue ships: 04/09/12

JUNE | end-of-the-year and summer ideas

Space closes: 04/09/12

Artwork due: 04/13/12

Issue ships: 05/10/12