

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

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

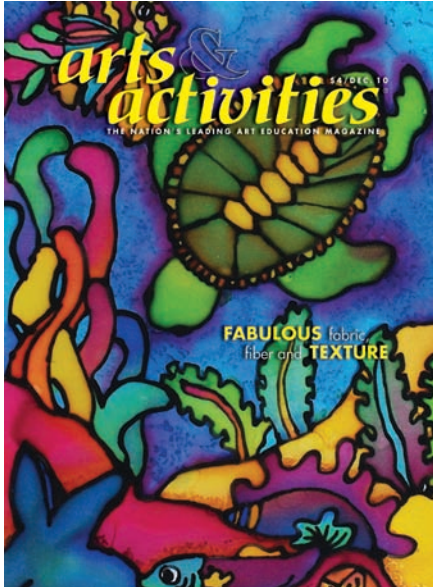
phone: (888) 651.7567

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



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