

**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

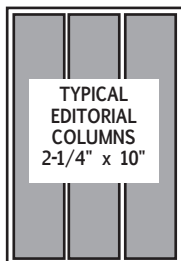
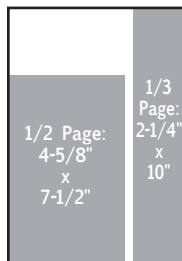
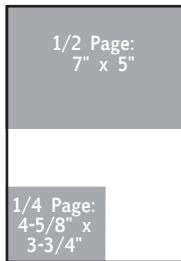
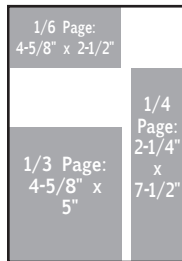
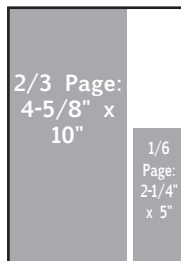
phone: (888) 651.7567

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](mailto:production@artsandactivities.com)  
phone: (858) 605.0200  
fax: (858) 605.0247  
web site: [artsandactivities.com](http://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

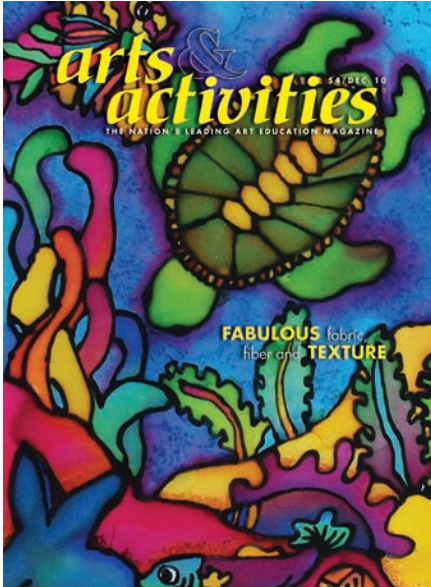
**PDF** PDF/X-1a compliant saved hi-resolution (2400 dpi), fonts embedded, press optimized, full resolution tif output. **NOTE:** Contact the Production department for exact Distiller settings. **TIF** Flattened hi-resolution (300dpi)

## 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](mailto:production@artsandactivities.com) **OR**  
Production Department  
Arts & Activities Magazine  
12345 World Trade Drive  
San Diego, California 92128



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](http://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