

# Art & Gallery GUIDE

The Art & Gallery Guide is an annual resource providing information about artists and craftsmen in the Kearsarge area, New Hampshire, and beyond. The 32-page, full-color publication includes profiles of individual artists and galleries, as well as two directories: by town and by medium. Printed on high-quality paper with professional writing and photography, the guide will highlight the extraordinary talent in our area, and invite residents, visitors and seasonal tourists to support the local arts.

## Advertising rates

Please note: Only color ads are available.

Advertisement	Cost	Size (width x height)
Cover	\$1000	5 <sup>1/2</sup> x 8 <sup>1/2</sup>
Full page	\$800	5 x 8
Half page ad	\$450	5 x 3 <sup>7/8</sup>
Quarter page ad	\$250	2 <sup>3/8</sup> x 3 <sup>7/8</sup>

Highlight your listing  
25-word description: \$25

## Who should participate?

- Galleries
- Individual artists: all mediums
- Museums and historic sites
- Art venues, such as theaters and opera houses
- Musicians and performers
- Theater and dance
- Organizations and associations
- Professional photographers
- Retail stores with local artwork
- Supporters of the arts community, such as corporations who sponsor art shows

For more information about advertising, please call 863-7048 or email [artguide@kearsargemagazine.com](mailto:artguide@kearsargemagazine.com)

## Ad Layout Specifications

Please supply advertisement files in PDF format with all images saved at 350 dpi, convert Pantone colors to CMYK, do not use spot color and be sure to embed all fonts. B&W ads must be distilled with grayscale formatting. If you are unable to send PDFs, send QuarkXPress 4.0-6.5 documents with all supporting fonts and graphics. Layout charges may apply to rework ads submitted in other applications.

## Printing

Web offset, saddle stitch, 4 color (CMYK). Trim size is 5<sup>1/2</sup> by 8<sup>1/2</sup>.

## Ad Materials

Due June 16, 45 days before publication date. Email ad materials to [artguide@kearsargemagazine.com](mailto:artguide@kearsargemagazine.com)



## Fast Facts

**Size:** 5<sup>1/2</sup> by 8<sup>1/2</sup>

**Print run:** 10,000

**Distribution:** Kearsarge Magazine readers and available at local galleries, bookstores, retail stores and other high traffic areas

**Available:** August 2009 to August 2010

# Art & Gallery

## GUIDE

### Copy and Contract

- a. Kearsarge Magazine reserves the right to reject any advertisement at any time.
- b. Advertisers and advertising agencies assume full liability for all content, including text, presentations and illustrations of advertisements.
- c. Kearsarge Magazine assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which Kearsarge Magazine may be found legally responsible cannot exceed the cost of the space.
- d. No cancellations are accepted after closing date.
- e. Advertising insertion orders are accepted subject to the condition that Kearsarge Magazine shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond Kearsarge Magazine's control.
- f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless Kearsarge Magazine against any loss, liability, damage and expense arising out of such publication.
- g. Kearsarge Magazine reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Kearsarge Magazine.
- h. Kearsarge Magazine will provide proofs of new advertisements that required production by Kearsarge Magazine. Kearsarge Magazine is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

### Payment Terms

- a. All ads for the Art & Gallery Guide must be prepaid. Mastercard and Visa are accepted.
- b. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.
- c. Past due invoices will be subject to an 18 percent annual finance charge on balance due, and the advertiser agrees to pay all collection costs, including reasonable attorney fees.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

### Please check all that apply:

- Covers - inside front, \$1,000  
inside back, outside back
- Full page ad \$800
- Half page ad \$500
- Quarter page ad \$250
- 25-word description \$25
- Design fees, all ad sizes \$75

**Total cost:** \_\_\_\_\_

Please email your description to [artguide@kearsargemagazine.com](mailto:artguide@kearsargemagazine.com)

All ads must be prepaid. Last day to accept ads is Monday, June 16. Please send check or money order to Kearsarge Magazine, PO Box 1482, Grantham, NH 03753

You may also pay online using MasterCard or Visa at [www.kearsargemagazine.com/advertise/purchase/](http://www.kearsargemagazine.com/advertise/purchase/)

**SIGNED** \_\_\_\_\_

**PRINTED** \_\_\_\_\_

**DATE** \_\_\_\_\_