

Art & Gallery GUIDE

The annual Art & Gallery Guide is the area's go-to resource for information about artists, musicians, photographers, storytellers, nonprofit organizations and crafters in the Lake Sunapee and Upper Valley regions. The full-color publication includes profiles of painters, galleries, poets, metalworkers, weavers and other creative souls, as well as a directory by town. With thousands of copies distributed for free, the guide highlights the extraordinary talent in our area, and invites residents, visitors and seasonal tourists to support the local arts.



Who Should Participate?

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

Advertising Rates

Please note: only color ads are available

Advertisement	Cost	Size (width x height)
Cover	\$900	5.5" x 8.5"
Full Page	\$750	5" x 8"
Half Page	\$500	5" x 3.875"
Quarter Page	\$250	2.375" x 3.875"
Business Card	\$125	3.75" x 1.875"
25-word description	\$25	

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. Layout charges may apply to rework ads submitted in other applications.

Printing

Web offset, saddle stitch, 4 color (CMYK). Trim size is 5.5" by 8.5"

Ad Materials

Due Monday, April 4, 30 days before publications date. Email ad materials to artguide@kearsargemagazine.com

For More Information

please call (603) 863-7048 or email info@kearsargemagazine.com

Fast Facts

Size: 5.5" by 8.5"

Print run: 10,000

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

Available: May 2016 to May 2017

Web: theartandgalleryguide.com

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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 _____

Fax _____

Email _____

Address _____

City/State/Zip _____

Please check all that apply:

- Covers \$900 (inside front, inside back, outside back)
- Full page ad \$750
- Half page ad \$500
- Quarter page ad \$250
- Business Card \$125
- 25-word description \$25

TOTAL COST _____

Please email your description to info@kearsargemagazine.com

All ads must be prepaid. Last day to accept ads is Monday, April 4. 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

SIGNED _____

NAME _____

DATE _____

Please sign and fax to
(603) 863-1508



Thanks!