

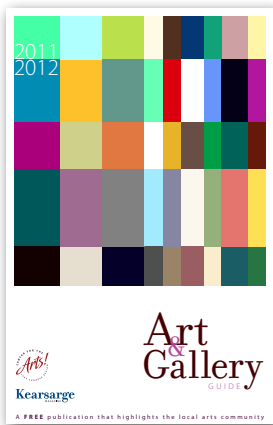
# Art & Gallery GUIDE

The Art & Gallery Guide is an annual resource providing information about artists and craftsmen in the Lake Sunapee/Kearsarge area and the Upper Valley region of New Hampshire and Vermont. The full-color publication includes profiles of individual artists and galleries, 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.

## 2012 advertising rates

Please note: Only color ads are available.

Advertisement	Cost	Size (width x height)
Cover	\$1000	5 1/2 x 8 1/2
Full page	\$800	5 x 8
Half page ad	\$500	5 x 3 7/8
Quarter page ad	\$250	2 3/8 x 3 7/8
Business Card	\$125	3 3/4 x 1 7/8
25-word description	\$25	



## Fast Facts

**Size:** 5 1/2 by 8 1/2

**Print run:** 10,000

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

**Available:** May 2012 to May 2013

**Web:** [www.theartandgalleryguide.com](http://www.theartandgalleryguide.com)

## 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

## For more information about advertising,

please call (603) 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 1/2 by 8 1/2.

## Ad Materials

Due Monday, April 16, 30 days before publication date. Email ad materials to [artguide@kearsargemagazine.com](mailto:artguide@kearsargemagazine.com)

# Art & Gallery

GUIDE

2012 advertising contract

## Copy and Contract

- Kearsarge Magazine reserves the right to reject any advertisement at any time.
- Advertisers and advertising agencies assume full liability for all content, including text, presentations and illustrations of advertisements.
- 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.
- No cancellations are accepted after closing date.
- 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.
- 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.
- 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.
- 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

- All ads for the Art & Gallery Guide must be prepaid. Mastercard and Visa are accepted.
- Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.
- 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 \_\_\_\_\_

Address \_\_\_\_\_

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

## Please check all that apply:

- |   |  |
|---|--|
| <input type="checkbox"/> Covers - inside front, | \$1,000 ( <i>inside back, outside back</i> ) |
| <input type="checkbox"/> Full page ad           | \$800  |
| <input type="checkbox"/> Half page ad           | \$500  |
| <input type="checkbox"/> Quarter page ad        | \$250  |
| <input type="checkbox"/> Business Card          | \$125  |
| <input type="checkbox"/> 25-word description    | \$25   |

Subtotal: \_\_\_\_\_

5% past advertiser discount: \_\_\_\_\_

10% nonprofit discount: \_\_\_\_\_

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, April 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 \_\_\_\_\_

NAME \_\_\_\_\_

DATE \_\_\_\_\_

Please sign and fax to (603) 863-7048. Thanks!

**Kearsarge**  
MAGAZINE