

GUIDE TO GALLERIES + MUSEUMS

ALBERTA • BRITISH COLUMBIA • OREGON • WASHINGTON

SERVING THE VISUAL ARTS COMMUNITY SINCE 1986

DISPLAY ADVERTISING RATES

Unit	Width	Depth	Rate
COLOUR			
full page (bleed)*	5 1/2	8 1/2	1,650
2/3-page V	3 3/16	7 5/8	1,260
2/3-page H	4 7/8	5 1/2	1,260
1/2-page V	3 3/16	5 1/2	855
1/2-page H	4 7/8	3 3/4	855
1/3-page IS	3 3/16	3 3/4	730
1/3-page V	1 1/2	7 5/8	730
1/3-page H	4 7/8	2 1/2	730
1/4-page H	4 7/8	2	630
1/5-page H	3 3/16	2 7/16	445
1/6-page V	1 1/2	3 5/8	425
1/9-page V	1 1/2	2 1/2	300

BLACK & WHITE

full page (bleed)*	5 1/2	8 1/2	1,310
2/3-page V	3 3/16	7 5/8	965
2/3-page H	4 7/8	5 1/2	965
1/2-page V	3 3/16	5 1/2	765
1/2-page H	4 7/8	3 3/4	765
1/3-page IS	3 3/16	3 3/4	610
1/3-page V	1 1/2	7 5/8	610
1/3-page H	4 7/8	2 1/2	610
1/4-page H	4 7/8	2	570
1/5-page H	3 3/16	2 7/16	365
1/6-page V	1 1/2	3 5/8	350
1/9-page V	1 1/2	2 1/2	215

Above rates are for print-ready ads. Additional costs will be charged for advertising copy that is not received in print-ready digital form or that does not conform to our specifications. See reverse for details regarding specifications for production of advertisements and design and production services available from Preview.

Printed web offset lithography – 150-line screen.

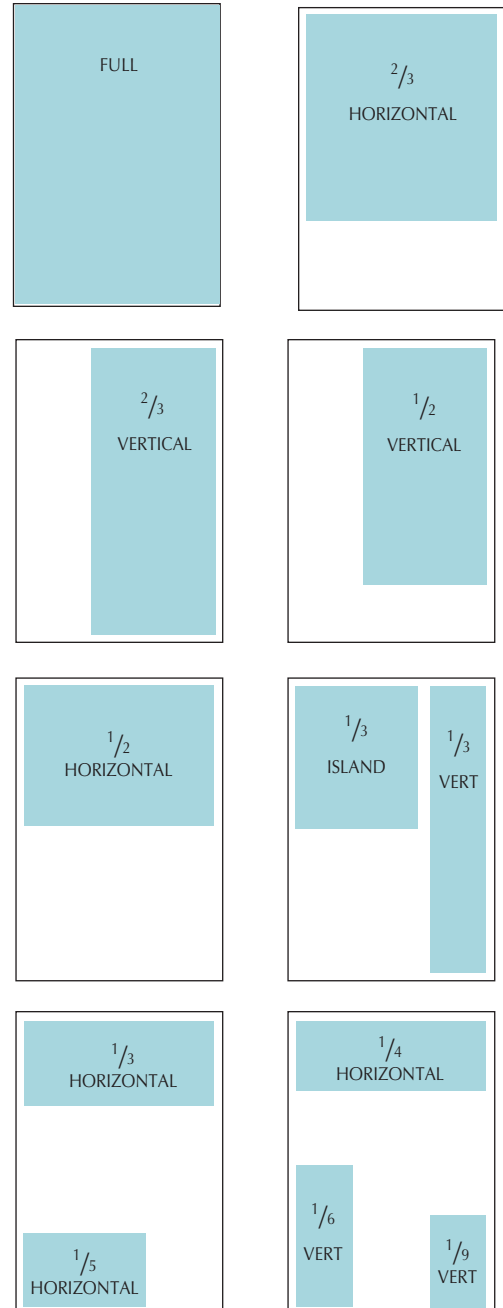
*FULL PAGE ADS: Keep live matter 1/4-inch from trim edges.
 Trim page: 5 1/4" x 8 1/4"; Bleed page: 5 1/2" x 8 1/2".

Material accepted after closing dates is subject to space availability. No checking proof will be available for any advertisement where material has been submitted after closing date for material.

Rate card effective January 1, 2016.

DEADLINES

Issue	Closing Date for Ad Copy	Publication Date
Apr/May 2017	Wed, March 15	April 1
June/July/Aug 2017	Thur, May 11	June 1
Sept/Oct 2017	Tues, August 16	September 1
Nov/Dec/Jan 2017/18	Fri, October 13	November 1
Feb/Mar 2018	Tues, January 16	February 1



Preview: Guide to Galleries + Museums is a full-colour glossy pocket-size guide to art exhibits in 250+ art galleries and museums in Alberta, British Columbia, Washington and Oregon.

Circulation: 25,000 per issue. Available free to the public from art galleries, museums, hotels, and tourist information bureaus.

ADVERTISING ENQUIRIES:

Paula Fairweather
 Tel 604-222-1883
 Toll Free 1-844-369-8988
 E-mail ads@preview-art.com

DISPLAY ADVERTISING SPECIFICATIONS, TERMS + CONDITIONS

File Delivery

Please compress files using ZipIt, StuffIt or saved as self-extracting archives (.sea.) to avoid corruption during transmission.

E-mailing: Ads of less than 10 megabytes can be emailed to this address: ads@preview-art.com.

Upload files over 10 megabytes to Dropbox or another file transfer site.

Disk: Ads may be supplied on CD-ROM or floppy disk.

Please label your files, proofs, CD/emails with your name and contact information and email/call to let us know you have uploaded files to a file transfer site such as Dropbox. Provide name of file and time it was uploaded.

File Format

- (1) Adobe Acrobat (PDF) high resolution 2400/frequency 300, important: do NOT downsample images in the document;
- (2) Adobe Illustrator EPS, with all type saved as outlines;
- (3) Adobe Photoshop TIF, uncheck layers before saving as a TIF file
- (4) InDesign CS, with linked graphics, printer and screen fonts;
- (5) QuarkXpress, with linked graphics, printer and screen fonts.

- **FILE IMAGE RESOLUTION:** The minimum resolution for images and any screened artwork is 300 pixels per inch used at 100%.
- **CONVERT TO CMYK:** No RGB colours are allowed. All images, graphics and colours must be converted to CMYK before submitting files.
- **AREAS OF SOLID BLACK:** Blacks must be supported with 40% cyan booster.
- **NO PANTONE – convert to CMYK; NO SPOT COLOURS –** only Cyan, Magenta or Yellow
- **ALL TIF FILES:** In Photoshop uncheck "Layers" box before saving files as TIFs.

A hard copy proof is required for all ads. Acceptable proofs are Fuji or picto proofs, matching SWOP standards must be supplied with the electronic file.

Please label files, proofs, emails with your name and contact information.

Preview Design and Production Services

If you do not have design services available to you, Preview will design your ad for you. Complete copy and design services are available at a minimum charge of \$45.

MATERIALS REQUIRED:

For colour reproductions, 4" x 5" colour transparencies or 2¹/₄"-square transparencies are the most suitable, but in-focus accurate colour prints can also be used. Black and white photographs should be glossy and either 5" x 7" or 8" x 10" in size. .

Colour transparencies or prints must include a colour bar and grey scale to facilitate accurate colour reproduction.

Polaroid prints or colour photocopies are not acceptable. If scanning of logos or artwork is required, the following charges will apply:

Halftone (black+white) digital scans:

\$30 each, 4" x 5" or smaller final size.

\$45 each, larger than 4" x 5" final size

Colour digital scans:

\$65 each, 4" x 5" or smaller final size.

\$85 each, larger than 4" x 5" final size.

Logos and graphics must be 300-dpi digital computer files in Illustrator (EPS) format or Photoshop (TIF) format, or if you don't have digital files of your logo or other graphics, a clear, crisp copy on paper for scanning. A minimum charge of \$25 will apply to each logo or graphic element scanned by Preview. Advertising copy must be typewritten or clearly printed.

Terms and Conditions

- Rates are for camera-ready ads. Additional costs will be charged for type, production artist, photography, scans, and any additional work necessary to achieve an advertiser's requirements.
- Additional charges quoted for special colours, extra colours or inserts.
- Preview Art Media Inc. (the publisher) cannot be responsible for the quality of the reproduction of customer-supplied computer files.
- A photocopy or PDF file of any advertisement prepared by Preview's production department will be furnished for approval in advance of publication. Advertisers must notify Preview Art Media Inc. of any corrections immediately upon receipt of the proof. There will be a minimum charge of \$45 for changes made that do not result from Preview errors, or changes made after the final advertising proof has been approved.
- All changes to advertising copy should be put in writing, Preview Art Media Inc. cannot be responsible for any errors that occur if changes are transmitted orally.
- Cancellation of a contract or any portion of it may be made by giving notice in writing 90 days prior to the publication date of the issue for which the cancellation applies. • No cancellations will be accepted less than one week before copy date and three weeks before in the case of full colour ads.
- The publisher's liability for error and omission is limited to the cost of the space.
- Terms: Net 30 days; 2% interest charged per month on past due accounts (26.77% per annum).
- 15% agency commission.