

# ASHLAND GALLERY GUIDE 2007

## AD RATES AND SUBMISSION INFORMATION

Artists and Businesses

SIZE	DIMENSIONS	PRICE (by Dec. 1, 2006)	PRICE (by Jan. 20, 2007)
Artist Listing	image + contact info + 75 words	\$ 125.00	\$ 140.00
Single	2.375" w x 2.75" h	\$ 190.00	\$ 210.00
Double Horizontal	5.000" w x 2.75" h	\$ 330.00	\$ 365.00
Double Vertical	2.375" w x 5.75" h	\$ 330.00	\$ 365.00
Triple Horizontal	7.625" w x 2.75" h	\$ 475.00	\$ 525.00
Triple Vertical	2.375" w x 8.75" h	\$ 475.00	\$ 525.00
Quad	5.000" w x 5.75" h	\$ 615.00	\$ 680.00
Half Page Horizontal	7.625" w x 5.75" h	\$ 800.00	\$ 890.00
Half Page Vertical	5.000" w x 8.75" h	\$ 800.00	\$ 890.00
Full Page*	8.375" w x 10.875" h	\$ 1040.00	\$ 1155.00
Inside Back Cover*	8.375" w x 10.875" h	\$ 1365.00	\$ 1365.00 (no discounts)
Back Cover*	8.375" w x 10.875" h	\$ 1575.00	\$ 1575.00 (no discounts)
Web Listing	logo, photo, 75-word description, link to your website		\$60/year
Web-Print Combo	Gallery Guide print ad plus Web Listing combo		\$40/year + print ad

Ad positioning requests are an additional 15% of retail cost. Artist listings are alphabetical.

\*Full page size indicates trim. Please add .125" to all sides for bleed.

## ELECTRONIC FILE / DESIGN INFORMATION

Above advertising costs include up to one hour of basic layout work from your design concept, plus one photo (35 mm slide or negative recommended, print OK) and one logo scan, plus color proof for text, layout and approximate color approval. Additional design is \$50/hour plus \$25/scan. Color proofs for accurate CMYK calibration are optional and available for an additional \$50.

**Artist listings layout includes:** Name, genre, contact info, website URL, 75 word description and one image.

If you choose to have your ad created by your own graphic designer, please inform them of the following:

### For supplied ads and photographs:

All electronic files should be in CMYK color (no Pantone colors). Supported file types: TIFF, JPG (photos only) PDF, EPS (with fonts converted to outline or paths), Adobe Illustrator, Adobe InDesign (Mac: CS; PC: CS2). For TIFF and JPG, please be careful not to use compression. For PDF, be sure to use "Press-Optimized" settings. Please supply color proof or b/w laser proof. Recommended resolution: 300 ppi for raster images.

Deliver on CD or Zip-100MB disk. Files under 10MB can be emailed to [b@babayard.com](mailto:b@babayard.com) Please call Bruce at Studio A.B: 482-2253 with any questions.

To reserve your ad, please fill out the enclosed order form. Send with check made out to:  
**Ashland Gallery Assoc., PO Box 241 Ashland, Oregon 97520** or deliver to: 621 A Street, Ashland.