

Maine Gallery + Studio Guide

The world's best guide to Maine art!

Advertising Rates for 2012

Print advertising can be either listings, images, or ads. Images and ads include a free basic listing, directory listings, map placement and page on our web site.

Listings

Basic Listing Name, address, phone, email & url (Free w/any image or ad)\$225

Full Listing Above plus 30 words, all advertiser indexes, + map placement.....\$395

One & Two Column Images

Includes image caption with artist name in bold, title, media, size, and location where work can be seen. Images also include a free basic listing, directory listings, map placement and individual page on our web site

One Column Image A single column image (2.25" wide)\$595

Two Column Image Like above but twice as wide (4.6" wide).....\$745

Display Ads for non-profit art groups

Includes free basic listing, directory listings, map placement and page on our web site

Eighth Page Ad.....\$595

Quarter Page Ad\$895

Half Page Ad\$1095

Full Page Ad\$1,495

Group Ads

Includes free basic listing, directory listings, map placement and page on our web site

Full Page\$1295

Two Page Spread\$1945

Four Page Spread\$3295

Advertiser _____ Contact _____

Street Address _____

Mail Address _____

City _____ Zip _____

Phone(s) _____ Fax _____

Email _____

Website www. _____

Winter Address _____ Phone _____

Advertising Selected _____ \$ _____

Additional (design/photos/position) _____ \$ _____

Instructions/changes _____

Sub-total \$ _____

Deposit/payment \$ _____

Balance \$ _____

By signing, I agree to the terms and conditions of sale of this contract.

Signature _____ Print name _____

for publisher _____ Date _____

Credit Card No. _____ - _____ - _____ - _____ expires _____ - _____

check one: Visa Mastercard Discovery American Express

Maine Gallery Guide, Inc

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www.mainegalleryguide.com

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1-888-482-4405 local 207-843-6749

Stanley Israel, advertising representative

207-949-1990

Deadlines for 2012 edition

Advertising space reservation .. Oct. 15, 2011

Ad materials in Dec. 1, 2011

All advertising payments, in full.. Dec. 1, 2011

Calendar submissions Feb. 22, 2012

Digital Requirements + Sizes

For information on digital requirements and sizes, please consult "advertising" on our website where you can download our 2012 Media Kit.

Premium Positions

Back cover, inside back cover, inside front cover and page 1 are 50% extra; Premium front of book or right hand placement are 20% extra.

Design Services

We design and create your ad professionally, \$150

Terms & Policy

All balances are due-in-full by Dec. 1, 2011. Unpaid balances after Dec. 1, 2011 will be subject to interest charges. Monthly payment schedules can be arranged. Contract cancellations are subject to a 25% charge and are not accepted after Jan. 1, 2012. Errors and omissions will be made good by re-running with correction. Advertiser is responsible for ad payment, including all collection charges and interest. Ad proofs are provided for ads we create only. We do not guarantee match color. At our discretion, we may ask that an ad be revised to meet the Gallery Guide's standard of quality and good design.

Early Bird Discount

To qualify for the 20% Early Bird Discount, contracts must be signed before Sep1 and include a 50% deposit.

Publicity on Cafe des Artistes

Cafe des Artistes is a popular program to promote our advertisers and to create excitement for Maine art. To spread the news, we use a blog on our web site, an email newsletter and a statewide radio show. Submit your event with images through our website.

Please keep the pink copy as your receipt and return white + yellow copies