

Advertising Rates

Monthly Cost Annual Cost
(Plus 4.166% sales tax)

Outside Back Cover****	\$890	\$10,680
Inside Front Cover****	735	8,820
Inside Back Cover****	735	8,820
Double Truck (2-page spread)****	825	9,900
Full Page***	475	5,700
1/2 Page**	265	3,180
1/4 Page*	130*	1560

For secured placement in other premium positions, add 15%.

***NOTE: 1/4-page ads are billed quarterly at \$390 per quarter.**

- * Includes a web link from our site to yours.
- * Includes one free listing on the regional map of your choice.
- * Includes one free editorial listing of up to 60 words (plus your contact information) and a thumbnail color photo.
- * Includes additional map listings.
- * Includes an additional 60 words of editorial.

Production Rates

Need help producing your ad? Provide your image(s) and information and our award-winning team will be happy to create the ad for you. (See Ad Worksheet.)

Double Truck	\$ 500.
Full Page	\$ 350.
1/2 Page	\$ 250.
1/4 Page	free (available in predetermined formats only)

Ads created by our production staff are for use in *Art Guide Maui* only.

Publication date: January 1, 2009

Early reservation deadline:

September 30, 2008 — discounts available!

Reserve your space today!

Call the Art Guide Office: (808) 572-3917

Specs

Printing Specifications:

- Lines per inch: 175
- Maximum density: 320%
- Printing process: heat-set/web offset
- Binding: perfect

Ad Sizes:

FULL PAGE	Trim	Live Area	Bleed
VERTICAL	4.125" x 10.5"	3.375" x 10"	4.375" x 10.75"
HORIZONTAL*	8.25" x 5.125"	7.625" x 4.75"	8.5" x 5.375"
1/2 PAGE	4.125" x 5.125"	3.375" x 4.75"	4.375" x 5.375"
DB TRUCK*	8.25" x 10.5"	7.625" x 10"	8.5" x 10.75"

To ensure maximum readability, keep all type within the "live area."

*Double-truck and full-page horizontal ads need to be free of type .375" from each side of the center line (the gutter area).

Acceptable Software:

- Macintosh Quark Xpress files, versions 4.1 – 7.2
Include all fonts and graphics when submitting a Quark file. Please include both screen and printer fonts.
- Adobe Illustrator EPS files with fonts outlined and embedded graphics, up to version CS.
- Adobe Photoshop files up to version CS. Please include both flattened and layered files.
- If you would like to submit a PDF, please call 572-3917.
- We cannot accept Freehand, Pagemaker, Microsoft Word, Publisher or any non-Macintosh files.

Acceptable Images:

- TIFF or EPS format (We cannot accept PICTs, GIFs, etc.)
- 300 dpi resolution (or 1200 dpi for bitmap TIFFs). *If your image does not meet these requirements, either rescan or rephotograph.*
- Web graphics are not acceptable because of their low resolution.
- Digitally submitted images must be CMYK. Art Guide Maui cannot be responsible for color printed from client-supplied images
- For maximum density, please make all solid black areas 100 K + 60C .

Acceptable Media:

- CD-ROM. Please label CD with your name and "Art Guide."
- Email up to 5 MB to: gwen@designmaui.com or use FTP site (below)

Design and Technical Questions:

Contact the production office: 808.572.3917 fax 808.572.4993
email: gwen@designmaui.com or patt@designmaui.com

Mail materials and disk to:

Art Guide Maui
3620 Baldwin Ave., Suite 202
Makawao, Hawaii 96768

FTP digital materials to:

ftp.artguidemaui.com
user: agftp
password: 4fineart

All submitted ads require a SWOP color proof for color matching.

Inkjet or laser proofs cannot be used for color accuracy.

An Important Note About Color

As artists, we share your passion for the true representation of color. As publishers, we understand the limitations of ink printed on paper through an offset web press: The color in your ad may not perfectly match the color of your art—in fact it may vary from 5 to 15 percent. We credit our readers with knowing the difference between an advertisement and a fine-art reproduction, and trust that what attracts them to your art in the first place holds even more true when they look at the genuine article.