

THE SAN FRANCISCO FALL ANTIQUES SHOW

ART | ANTIQUES | DESIGN - Benefiting Enterprise for High School Students

CATALOGUE CONTRACT - DESIGNERS CIRCLE

CONTRACT & PAYMENT DEADLINE: AUGUST 1, 2016 | AD CREATIVE DEADLINE: AUGUST 15, 2016

PAGE DIMENSIONS

Full Page (trim size) 8.5 x 11" *

Double Page Spread (trim size) 16.25 x 11" *

* **NEW:** Please note that all Designers Circle ads will have a .75" square black marker on the bottom right corner identifying the advertiser as a member of our Designers Circle.

PRODUCTION INFORMATION

Space rates reflect an all inclusive charge. **However, artwork that is not submitted in accordance with our specifications (see reverse), may incur additional charges.**

If you will submit your ad via a designer/ad agency, please provide them with a copy of our specifications on the opposite side of this contract.

NOTE: If you do not supply a contract proof with your ad, one will be produced at your cost and you will waive the right to final approval of this proof. Advertisers may opt to waive sending a color proof, see waiver at right.

ADVERTISING DESIGN SERVICE

For more information on ad design services and fees, please contact:
KC Hatcher Graphic Design
kchatcher@gmail.com | 415-595-2359

MATERIALS

Ad materials will be furnished at the advertiser's expense and will not be returned to advertiser unless a pre-paid, self-addressed package is provided with the ad materials. Neither the SFFAS/Enterprise for High School Students (EHSS) nor the printer or design/production company can be responsible for loss or damage due to theft, fire or delivery.

Any changes made by the advertiser after the artwork has been submitted to SFFAS will be charged to the advertiser.

All stipulations must be embodied herein: no verbal agreements will be recognized. SFFAS reserves the right to reject any artwork deemed unsuitable for publication. SFFAS has sole discretion as to placement of all ads in the catalogue.

TERMS OF AGREEMENT

Signed contract and payment are due in full by **August 1, 2016** in order to reserve space in the catalogue. Contract and payment are due in full for the Early Bird rate by **May 2, 2016**. No advertising will be printed unless these terms are met; no exceptions. Artwork (PDF and hard copy proof) is due by **August 15, 2016**. No refunds for ads cancelled after **August 1, 2016**. A 1.5% per month finance charge will apply on balances not paid within 30 days of invoice date.

SEND CONTRACT/PAYMENT TO:

THE SAN FRANCISCO FALL ANTIQUES SHOW
Attn: Sarah Montoro
200 Pine Street, Floor 6, San Francisco, CA 94104
Tel: 415-989-9019 Fax: 415-392-7611 E-mail: sffas@ehss.org

NOTE: Send ad materials directly to our graphic designer (see back).

ADVERTISING SPACE/SIZE RATES (check appropriate box)

See Designers Circle Discount Below

Full Page \$ 2,370

Double Page Spread \$ 3,945

Four Page \$ 7,065

Designers Circle Discount (\$ 600) **- 600**

Pay by Check Discount

Make check payable to The San Francisco Fall Antiques Show . . (\$70) **- 70**

Editorial Page (see next page for details) \$ 1,400

SUBTOTAL

AD MATERIALS - Creative Due by August 15, 2016

(check appropriate box)

1) **Creative Uploaded** (see next page for upload details)

2) **Contract Quality Color Proof** (see next page for proof details)

- Advertiser will ship the required color proof

- Option to waive color proof: I choose not to supply a contract quality color proof with my ad artwork and I will not hold the SFFAS responsible for inaccuracies in reproduction. Please check box and initial here: _____

Full space rate enclosed

(Please note: Full payment in US funds required by August 1, 2016.)

By May 2 EOD: Early Bird Rate Check Enclosed

(Discount applies only when completed contract and full payment is received by May 2, 2016. No exceptions.)

To pay by credit card, please contact:

Sarah Montoro at 415-392-7600 x309 or smontoro@ehss.org

ADVERTISER INFORMATION (please complete all information)

Advertiser _____

Contact _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Signature _____

Date _____

Please add me to the Fall Antiques Show mailing list to receive an invitation to the Preview Gala, FAS events, and the FAS newsletter.

THE SAN FRANCISCO FALL ANTIQUES SHOW

ART | ANTIQUES | DESIGN - Benefiting Enterprise for High School Students

CATALOGUE ADVERTISING SPECIFICATIONS - DESIGNERS CIRCLE

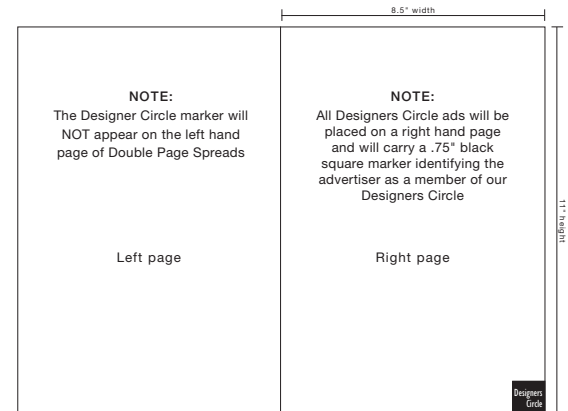
CONTRACT & PAYMENT DEADLINE: AUGUST 1, 2016 | AD CREATIVE DEADLINE: AUGUST 15, 2016

EDITORIAL PAGE DETAILS - COPY AND PHOTOS DUE BY JULY 15, 2016

In addition to your ad, Designers Circle members may purchase an "editorial page" at a heavily discounted rate. Please provide 250 words of copy on a subject relating to interior design, art, antiques collecting or architecture, along with 1-3 images. Our designer will format the piece as an editorial and you will receive a by-line for the piece with a 20 word bio and contact information at the end of the piece. The piece should not be promotional, but something of interest to readers and must be written by and credited to the DC member. All copy and images subject to SFFAS approval.

AD DIMENSIONS

Full Page	8.5 x 11"
Double Page Spread	17 x 11"
Bleeds	Bleed ads should extend beyond trim by 1/8" on all sides.
Safety	Keep all live matter (logos, text, etc.) 1/2" from edges of page. Designers Circle ads will have a 3/4" square black marker identifying the advertiser as a member of our Designers Circle. On Double Page Spreads, this marker will appear on the right hand page only. See diagram at right.



AD SUBMISSION SPECIFICATIONS

- Upload Ad Creative**
- 1) Upload link: <https://www.hightail.com/u/sffas-2016>
 - 2) Subject line must include the **name of the advertiser** as well as the advertiser type: **DESIGNERS CIRCLE**
 - 3) Filename should include the name of the advertiser.

File Format PDF files using press quality setting are required. 300 dpi CMYK images with color management turned off. Spot colors must be converted to CMYK format. Embed all fonts. For those using Acrobat 6.0 Professional or higher versions, default PDF/X-1a settings will produce an acceptable PDF file. Other file formats can be accepted but may require additional time in pre-press and incur extra costs. PDF/X-3 files can contain profiles and are not acceptable for ad submission.

Send Proof **KC Hatcher Graphic Design, 5111 Telegraph Avenue #308, Oakland, CA 94609**

Proofs Please provide a contract quality HARD COPY proof matching SWOP standards that has been *approved by the advertiser*. Digital proofing encompasses a wide variety of processes and products with varying characteristics and abilities. Although many of these products are acceptable for contract proofing it is best to use caution when using digital proofing. Adhering to industry SWOP standards for proofing quality control is the best practice. Check <http://www.swop.org/certification/> for a list of certified systems.

ADVERTISING DESIGN SERVICES

Provide a professional quality, high resolution digital photo(s) via email. Include all copy for your ad in a Word file, all logos to be used in ad in high-quality digital format (PDF, .ai, .eps, .tif) as well as any notes or sketches of how you'd like the ad to look. We will do our best to follow your instructions closely when designing your ad. We will provide a digital proof in PDF format via e-mail; you will need to provide your approval of the ad via email.

Contact KC Hatcher, for more information about this service at kchatcher@gmail.com or 415-595-2359.

ADDITIONAL INFORMATION

Caution ! Production charges will be incurred if alterations are necessary due to errors in ad size, type, color space, file format, or lack of a proper proof or proof waiver. Charges will be billed at an hourly rate.

Questions? Please contact KC Hatcher at kchatcher@gmail.com or 415-595-2359.