

# THE SAN FRANCISCO FALL ANTIQUES SHOW

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

## CATALOGUE CONTRACT - EXHIBITOR

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 Exhibitor ads will have a .75" square black marker on the bottom right corner identifying the advertiser as an Exhibitor and indicating booth number.

### 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.

### 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)

*Exhibitors receive over 60% off regular ad rates*

Full Page *(Regular Rate: \$2,370)* . . . . . \$ 1,450

Double Page Spread *(Regular Rate: \$3,945)* . . . . . \$ 2,400

Four Page *(Regular Rate: \$7,065)* . . . . . \$ 4,465

Editorial Page (see next page for details) . . . . . \$ 1,200

**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.

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## CATALOGUE ADVERTISING SPECIFICATIONS - EXHIBITOR

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, all exhibitors may purchase an editorial page at a discounted rate. Please provide 250 words of copy on a subject relating to your area of expertise in art and antiques, along with 1-3 hi res images. If possible, tie it into the 2016 theme, *Animalia: Animal Imagery in Art & Antiques*. Our designer will format the piece in the style of the catalogue editorial and you will receive a byline for the piece with a 20 bio and contact/booth # information at the end of the piece. The piece should not be purely promotional, but of an editorial nature and must be written by and credited to an exhibitor representative. All copy and images subject to SFFAS approval.

### AD DIMENSIONS

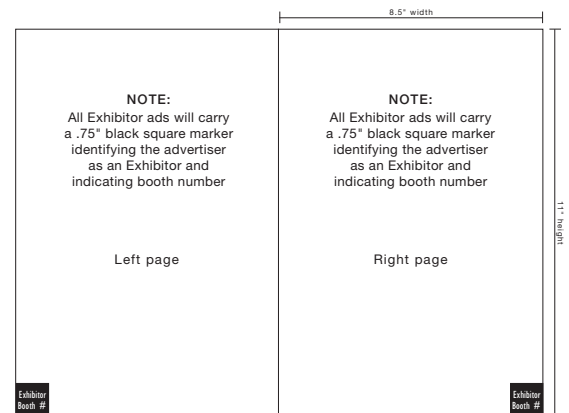
Full Page 8.5 x 11"

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.

**NEW!** Exhibitor ads will have a 3/4" square black marker identifying the advertiser as an Exhibitor and indicating booth number. 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: **EXHIBITOR**
  - 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](mailto: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](mailto:kchatcher@gmail.com) or 415-595-2359.