THE SAN FRANCISCO FALL ART & ANTIQUES SHOW

STYLE & DESIGN | PAST & PRESENT - *Benefiting Enterprise for Youth*

CATALOGUE CONTRACT - ADVERTISER

CONTRACT & PAYMENT DEADLINE: AUGUST 1, 2017 | AD CREATIVE DEADLINE: AUGUST 15, 2017

PAGE DIMENSIONS

Full Page	8.5 x 11"
Double Page Spread	17 x 11"
Covers	8.5 x 11"
Half Page Horizontal	7.5 x 4.875"
Half Page Vertical	3.625 x 10"
Quarter Page Vertical	3.625 x 4.875"

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.

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 Show/Enterprise for Youth 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 the Show will be charged to the advertiser.

All stipulations must be embodied herein: no verbal agreements will be recognized. The Show reserves the right to reject any artwork deemed unsuitable for publication. The Show 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, 2017** in order to reserve space in the catalogue. Contract and payment are due in full for the Early Bird rate by **May 1, 2017**. No advertising will be printed unless these terms are met; no exceptions. Artwork (PDF and hard copy proof) is due by **August 15, 2017**. No refunds for ads cancelled after **August 1, 2017**.

By signing this contract you are waiving a contract quality color proof and agree to not hold the Show responsible for inaccuracies in reproduction. If you wish to supply a contract proof, please mark the box under Ad Materials #2, sign the contract, and mail the proof to: 5111 Telegraph Ave. #308, Oakland, CA 94609

SEND CONTRACT/PAYMENT TO:

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

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

ADVERTISING SPACE/SIZE RATES (check appropriate box)

Full Page	$ 2,400	☐
Double Page Spread	$ 3,950	☐
Premium Position *(front of book, opposite editorial)*	$ 3,100	☐
Half Page	$ 1,500	☐
Quarter Page	$ 1,000	☐

Based on availability*:

Outside Back Cover	$ 6,400	☐
Inside Front Cover	$ 5,000	☐
Inside Back Cover	$ 4,000	☐
Page 1 *(first right-hand page)*	$ 5,000	☐

** Creative must be approved by Show in advance*

Pay by Check Discount ☐
Make check payable to The San Francisco Fall Art & Antiques Show . . ($70) **- 70**

SUBTOTAL ☐

AD MATERIALS - Creative Due by August 15, 2017

(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 a color proof . . . . . ☐

Full space rate enclosed
(Please note: Full payment in US funds required by August 1, 2017.) . . . . . ☐

By May 1 EOD: Early Bird rate check enclosed
(Discount applies only when completed contract and full payment is received by May 1, 2017. No exceptions.) . . . . . ☐

To pay by credit card, please contact:
Margan Mulvihill at 415-392-7600 x316 or mmulvihill@ehss.org

ADVERTISER INFORMATION (please complete all information)

Advertiser _____

Contact _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Signature _____

Date _____

☐ Please add me to The Fall Art & Antiques Show mailing list to receive an invitation to the Preview Gala, Show events, and the e-newsletter.

THE SAN FRANCISCO FALL ART & ANTIQUES SHOW

STYLE & DESIGN | PAST & PRESENT - *Benefiting Enterprise for Youth*

CATALOGUE ADVERTISING SPECIFICATIONS - ADVERTISER

CONTRACT & PAYMENT DEADLINE: AUGUST 1, 2017 | AD CREATIVE DEADLINE: AUGUST 15, 2017

AD DIMENSIONS

Full Page	8.5 x 11 inches (trim size)
Double Page Spread	17 x 11 inches (trim size)
Half Page Horizontal	7.5 x 4.875 inches (max size to keyline)
Half Page Vertical	3.625 x 10 inches (max size to keyline)
Quarter Page Vertical	3.625 x 4.875 inches (max size to keyline)
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.
Keylines	All half-page and quarter page ads should be set up exactly to the sizes specified above, and must have a minimum of a 1/2 point keyline around the ad.

AD SUBMISSION SPECIFICATIONS

Upload Ad Creative

1) Upload link: **https://www.hightail.com/u/sffaas-2017**

2) Subject line must include the **name of the advertiser** as well as the advertiser type: **ADVERTISER**

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.

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.

Send Proof

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

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.