

# THE SAN FRANCISCO FALL ART & ANTIQUES SHOW

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

## CATALOGUE CONTRACT - DESIGNERS CIRCLE

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

### 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.

### 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. 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: Sarah Montoro  
200 Pine Street, Floor 6, San Francisco, CA 94104  
Tel: 415-989-9019 Fax: 415-392-7611 E-mail: smontoro@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 . . . . . \$ 2,400

Double Page Spread . . . . . \$ 3,950

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

#### Pay by Check Discount

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

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

**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.) . . . . .

#### 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 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 - DESIGNERS CIRCLE

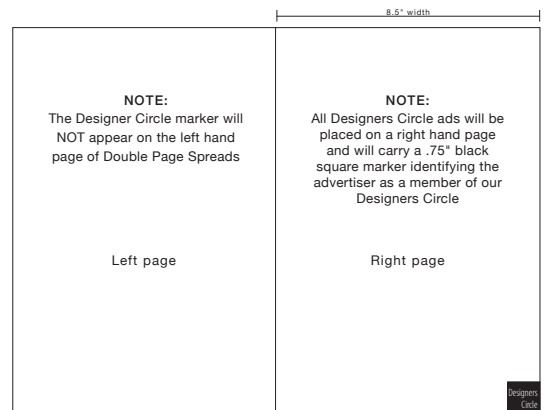
CONTRACT & PAYMENT DEADLINE: AUGUST 1, 2017 | AD CREATIVE DEADLINE: AUGUST 15, 2017

### EDITORIAL PAGE DETAILS - COPY AND PHOTOS DUE BY JULY 15, 2017

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/sffaas-2017>
  - 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.

**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](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.