

## THE GALLERY GUIDE

ALBERTA • BRITISH COLUMBIA • OREGON • WASHINGTON

SERVING THE VISUAL ARTS COMMUNITY SINCE 1986

### DISPLAY ADVERTISING RATES

Unit	Width x Depth in inches		Rate
<b>COLOUR</b>			
full page	5.5	8.5	1,575
<sup>2</sup> / <sub>3</sub> -page V	3.1875	7.625	1,200
<sup>2</sup> / <sub>3</sub> -page H	4.875	5.5	1,200
<sup>1</sup> / <sub>2</sub> -page V	3.1875	5.5	815
<sup>1</sup> / <sub>2</sub> -page H	4.875	3.75	815
<sup>1</sup> / <sub>3</sub> -page IS	3.1875	3.75	695
<sup>1</sup> / <sub>3</sub> -page V	1.5	7.625	695
<sup>1</sup> / <sub>3</sub> -page H	4.875	2.5	695
<sup>1</sup> / <sub>4</sub> -page H	4.875	2	600
<sup>1</sup> / <sub>5</sub> -page H	3.1875	2.4375	425
<sup>1</sup> / <sub>6</sub> -page V	1.5	3.625	405
<sup>1</sup> / <sub>9</sub> -page V	1.5	2.5	285

#### BLACK & WHITE

full page	5.5	8.5	1,250
<sup>2</sup> / <sub>3</sub> -page V	3.1875	7.625	920
<sup>2</sup> / <sub>3</sub> -page H	4.875	5.5	920
<sup>1</sup> / <sub>2</sub> -page V	3.1875	5.5	730
<sup>1</sup> / <sub>2</sub> -page H	4.875	3.75	730
<sup>1</sup> / <sub>3</sub> -page IS	3.1875	3.75	580
<sup>1</sup> / <sub>3</sub> -page V	1.5	7.625	580
<sup>1</sup> / <sub>3</sub> -page H	4.875	2.5	580
<sup>1</sup> / <sub>4</sub> -page H	4.875	2	545
<sup>1</sup> / <sub>5</sub> -page H	3.1875	2.4375	350
<sup>1</sup> / <sub>6</sub> -page V	1.5	3.625	335
<sup>1</sup> / <sub>9</sub> -page V	1.5	2.5	205

\*FULL PAGE ADS: Keep live matter 0.25 inches from trim edges.

Above rates are for camera-ready ads. Additional costs will be charged for advertising copy that is not received in camera-ready or plate-ready (composite) form. See reverse for details regarding design and production services available from *Preview* and specifications for production of advertisements.

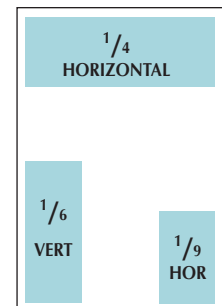
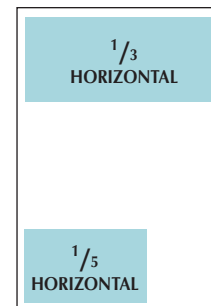
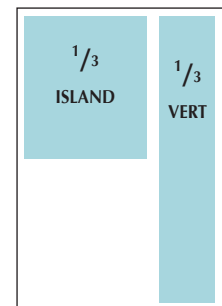
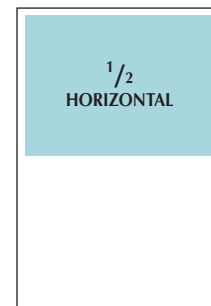
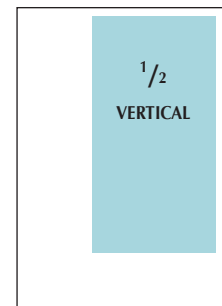
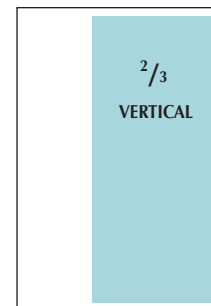
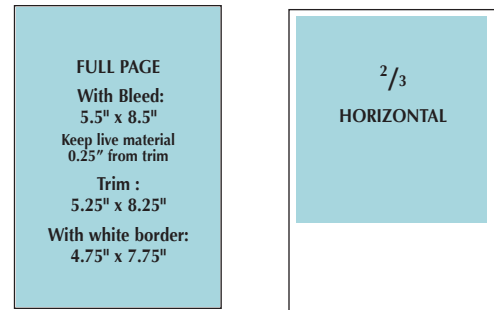
Printed web offset lithography – 150-line screen.  
Trim page: 5.25" x 8.25"; Bleed page: 5.25" x 8.5".

Material accepted after closing dates is subject to space availability. No checking proof will be available for any advertisement where material has been submitted after closing date for material.

Rate card effective January 1, 2009.

### DEADLINES

Issue	Closing Date for Ad Copy	Publication Date
Sept/Oct 2009	Fri, August 14	September 1
Nov/Dec/Jan 2009/10	Fri, October 13	October 31
Feb/Mar 2010	Thurs, January 14	February 1
Apr/May 2010	Fri, March 12	April 1
June/July/Aug 2010	Thurs, May 13	June 1



**Preview: The Gallery Guide** is a full-colour glossy pocket-size guide to art exhibits in 300+ art galleries and museums throughout Alberta, British Columbia, Washington and Oregon.

Circulation: 30,000. Available free to the public from art galleries, museums, hotels, and tourist information bureaus.

#### ADVERTISING ENQUIRIES:

Janice Whitehead  
Tel 604 254 1405, Fax 604 254 1314  
Toll Free 877 254 1405  
E-mail [preview@telus.net](mailto:preview@telus.net)

## DISPLAY ADVERTISING SPECIFICATIONS, TERMS + CONDITIONS

### File Delivery

Please compress files using Ziplt, Stuffit or saved as self-extracting archives (.sea.) to avoid corruption during transmission.

**E-mailing:** Ads of less than 10 megabytes can be emailed to this address: [preview@preview-art.com](mailto:preview@preview-art.com).

**Uploading to FTP site:** Files over 10 megabytes can be uploaded to our FTP site using Fetch, Transmit or another file upload program:

**URL:** <ftp://holecomm.ca>

**USERNAME:** previewin

**PASSWORD:** preview

**Disk:** Ads may be supplied on CD-ROM or floppy disk.

**Please label your files, proofs, CD/emails with your name and contact information and email/call to let us know you have mailed, emailed or uploaded files to our FTP site. Provide name of file and time it was uploaded.**

### File Format

- (1) **Adobe Illustrator EPS**, with all type saved as outlines;
- (2) **Adobe Photoshop TIF**, uncheck layers before saving as a TIF file
- (3) **Adobe Acrobat (PDF)** x-1a, resolution 2400/frequency 300, important: do NOT downsample images in the document;
- (4) **InDesign CS**, with linked graphics, printer and screen fonts;
- (5) **QuarkXpress**, with linked graphics, printer and screen fonts.

- **FILE IMAGE RESOLUTION:** The minimum resolution for images and any screened artwork is 300 pixels per inch used at 100%.
- **CONVERT TO CMYK:** No RGB colours are allowed. All images, graphics and colours must be converted to CMYK before submitting files.
- **AREAS OF SOLID BLACK:** Blacks must be supported with 40% cyan booster.
- **NO PANTONE** – convert to CMYK; **NO SPOT COLOURS** – only Cyan, Magenta or Yellow
- **ALL TIF FILES:** In Photoshop uncheck "Layers" box before saving files as TIFs.

A hard copy proof is required for all ads. Acceptable proofs are Fuji or picto proofs, matching SWOP standards must be supplied with the electronic file.

**URL:** <ftp://holecomm.ca>

**USERNAME:** previewin

**PASSWORD:** preview

**Disk:** Ads may be supplied on CD-ROM or floppy disk.

**Please label your files, proofs, CD/emails with your name and contact information and email/call to let us know you have mailed, emailed or uploaded files to our FTP site. Provide name of file and time it was uploaded.**

### Preview Design and Production Services

If you do not have design services available to you, Preview will design your ad for you. Complete copy and design services are available at a minimum charge of \$45.

### MATERIALS REQUIRED:

For colour reproductions, 4" x 5" colour transparencies or 2<sup>1</sup>/<sub>4</sub>"-square transparencies are the most suitable, but in-focus accurate colour prints can also be used. Black and white photographs should be glossy and either 5" x 7" or 8" x 10" in size. .

Colour transparencies or prints must include a colour bar and gray scale to facilitate accurate colour reproduction.

Polaroid prints or colour photocopies are not acceptable. If scanning of logos or artwork is required, the following charges will apply:

#### Halftone (black+white) digital scans:

\$30 each, 4" x 5" or smaller final size.

\$45 each, larger than 4" x 5" final size

#### Colour digital scans:

\$65 each, 4" x 5" or smaller final size.

\$85 each, larger than 4" x 5" final size.

**Logos and graphics** must be 300-dpi digital computer files in Illustrator (EPS) format or Photoshop (TIF) format, or if you don't have digital files of your logo or other graphics, a clear, crisp copy on paper for scanning. A minimum charge of \$45 will apply to each logo or graphic element scanned by Preview. Advertising copy must be typewritten or clearly printed.

### Terms and Conditions

- Rates are for camera-ready ads. Additional costs will be charged for type, production artist, photography, scans, and any additional work necessary to achieve an advertiser's requirements.
- Additional charges quoted for special colours, extra colours or inserts.
- Preview cannot be responsible for the quality of the reproduction of customer-supplied computer files.
- A photocopy or PDF file of any advertisement prepared by Preview's production department will be furnished for approval in advance of publication. Advertisers must notify Preview of any corrections immediately upon receipt of the proof. There will be a minimum charge of \$45 for changes made that do not result from Preview errors, or changes made after the final advertising proof has been approved.
- All changes to advertising copy should be put in writing, Preview cannot be responsible for any errors that occur if changes are transmitted orally.
- Cancellation of a contract or any portion of it may be made by giving notice in writing 90 days prior to the publication date of the issue for which the cancellation applies. • No cancellations will be accepted less than one week before copy date and three weeks before in the case of full colour ads.
- The publisher's liability for error and omission is limited to the cost of the space.
- Terms: Net 30 days; 2% interest charged per month on past due accounts (26.77% per annum).
- 15% agency commission.
- 5% discount applies in the event of advance payment.