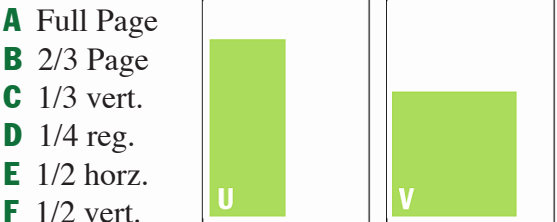
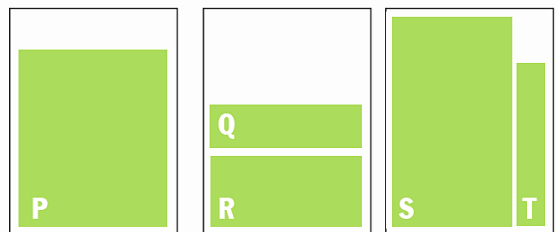
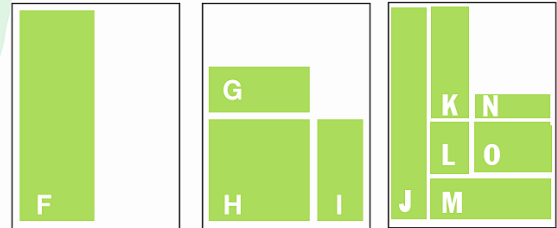
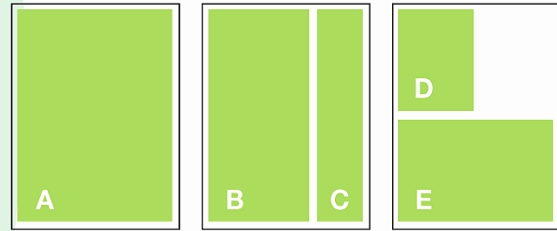


MECHANICAL REQUIREMENTS

STANDARD AD SIZES Width x Depth

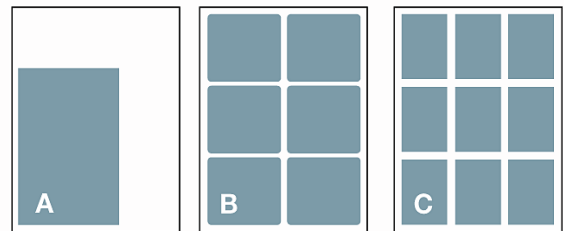
Full Page	10.25" x 11.178"
Two-Thirds Page	6.81" x 11.178"
Three-Quarters Page (horizontal)	10.25" x 8.471"
Three-Quarters Page (vertical)	7.79" x 11.178"
Half Page (horizontal)	10.25" x 5.52"
Half Page (vertical)	5.125" x 11.178"
Three-Eighth Page (horizontal)	7.865" x 5.52"
Three-Eighth Page (vertical)	5.52" x 8.471"
One-third Page (horizontal)	10.25" x 3.623"
One-third Page (vertical)	3.341" x 11.178"
Quarter Page (regular)	5.15" x 5.52"
Quarter Page (horizontal)	10.25" x 2.765"
Quarter Page (vertical)	2.455" x 11.178"
One-Sixth Page (horizontal)	6.819" x 2.7"
One-Sixth Page (vertical)	3.341" x 5.4"
Three-sixteenth Page (horizontal)	7.8" x 2.765"
Three-sixteenth Page (vertical)	2.455" x 9.021"
One-Eighth Page (horizontal)	5.15" x 2.765"
One-Eighth Page (vertical)	2.455" x 5.52"
One-Sixteenth (horizontal)	5.15" x 1.32"
One-Sixteenth (vertical)	2.455" x 2.764"



- A** Full Page
- B** 2/3 Page
- C** 1/3 vert.
- D** 1/4 reg.
- E** 1/2 horz.
- F** 1/2 vert.
- G** 1/6 horz.
- H** 1/3 square
- I** 1/6 vert.
- J** 1/4 horz.
- K** 1/8 vert.
- L** 1/16 vert.
- M** 3/16 horz.
- N** 1/16 horz.
- O** 1/8 horz.
- P** 3/4 horz.
- Q** 1/4 horz.
- R** 1/3 horz.
- S** 3/4 vert.
- T** 3/16 vert.
- U** 3/8 horz.
- V** 3/8 vert.

SPECIAL SECTIONS / SIZES

Half Page Island	7" x 8"
Web Sites to Watch Ads	5.138" x 3"
(with 0.1 rounded corners)	
Classifieds — 1 column	2.25" x inches
Classifieds — 2 column	4.75" x inches
Market Ads: Gallery Update Artists To Watch ads	
3.33" x 3.57"	
Total space (image + text)	3.33" x 3.57"
Image size	Up to advertiser



- A** Half Page Island | **B** Web Site Showcase Ads
- C** 1/9 page Art Market, Art Destinations, Artists and Artful Living Ads — 3.33" x 3.57"

INSERTS: Preprinted inserts, gatefolds and bind-in card prices available upon request.

PREMIUM POSITION: Add 15% to all space rates. See rate sheet for cover positions. Premium position subject to availability.

ADVERTISING RATES

Effective May 2012

Ad design is free*

Frequency Rates 12% off for non-profit businesses

Four-Color Print-Ready	12 X	6 X	3 X	1 X
Full Page	699.00	799.00	849.00	998.00
Two-Thirds Page	589.00	629.00	739.00	829.00
Three-Quarters Page	549.00	589.00	699.00	789.00
Half Page	499.00	599.00	659.00	699.00
Three-Eighth Page	389.00	489.00	539.00	589.00
One-third Page	349.00	449.00	509.00	559.00
Quarter Page	299.00	399.00	449.00	499.00
One-Sixth Page	249.00	349.00	409.00	459.00
Three-sixteenth Page	199.00	299.00	359.00	409.00
One-Eighth Page	159.00	259.00	309.00	359.00
One-Sixteenth	99.00	199.00	249.00	299.00

Black & White Print-Ready	12 X	6 X	3 X	1 X
Full Page	399.00	499.00	549.00	609.00
Two-Thirds Page	359.00	429.00	479.00	529.00
Three-Quarters Page	299.00	349.00	389.00	429.00
Half Page	249.00	309.00	359.00	409.00
Three-Eighth Page	219.00	289.00	319.00	339.00
One-third Page	189.00	209.00	239.00	289.00
Quarter Page	169.00	199.00	229.00	249.00
One-Sixth Page	149.00	179.00	199.00	219.00
Three-sixteenth Page	119.00	149.00	169.00	199.00
One-Eighth Page	99.00	129.00	149.00	179.00
One-Sixteenth	49.00	79.00	89.00	99.00