

The Art Guide 2015

To SOUTH COAST MAINE and SEACOAST NEW HAMPSHIRE

Galleries Museums Artists/Studios Theatres Schools Framers Fine Crafts

ADVERTISING GUIDELINES / ARTWORK SUBMISSION

The following specifications apply to all advertising in *The Art Guide*. Ads are full color and will be designed by us at no extra cost. We will design your ad to show your business and art in an effective, professional and creative way. You will need to provide all images, logos and text. Or, you may submit a camera-ready ad to our specifications (see below).

DIGITAL SPECIFICATIONS

Resolution: all images and logos must be high resolution, a minimum of 300 dpi at 100% final size.

Color: CMYK or grayscale

Format: high resolution tif or jpg for photos/eps or tif for logos

Text: provide as a final, edited word doc (or as part of an e-mail). We may need to edit depending on the length of copy. **Please give the name of the artist, the title, date, medium and dimensions.** For artist's listings, please submit about 10 lines or less (white space is good!).

Camera-ready ads: If you are submitting your own design, please provide as a high resolution pdf. Ads that do not conform to the design standards of this publication may be returned or reworked.

Events Listings: All advertisers may submit free events listings, **no later than March 1, 2015.**

PROOF

We will send a final pdf of the ad for your approval. This is exactly how your ad will appear in *The Art Guide*. Any changes at this point to your ad may incur additional charges for design or text changes. *Please make sure the text and image(s) you give us meet the requirements above before you send them. ALL PROOFS MUST BE APPROVED BY YOU WITHIN 5 DAYS OF RECEIPT OR WE ASSUME NO RESPONSIBILITY FOR ERRORS.*

SUBMITTING MATERIALS

Materials may be submitted by e-mail or on CD/DVD:

E-MAIL FILES (less than 10 MB) to bill@phineasgraphics.com

Please identify yourself in the subject line as advertiser name and date, ie. "ABC Gallery, 2015"

DIGITAL FILES on CD or DVD, plus hard copy proof and mail to:

Bill Hamilton/*The Art Guide*

Phineas

108 Penhallow Street. Portsmouth, NH 03801

DEADLINES

PUBLICATION DATE: May 1, 2015

Please submit all text and images or final camera-ready ads within 30 days of contract date. Final payment is also due within 30 days of contract date.