



ADVERTISING CONTRACT
2023 SFGA ART MAP BOOKLET
P.O. Box 9245, Santa Fe, NM 87504
505-982-1648

ADVERTISER INFORMATION:

Business Name _____ Contact Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Web Address _____

RATES:	SFGA Members	Non-members
Full Page:	\$1,980	\$3,080
Two Page Spread:	\$3,410	\$4,510
Inside Front Or Back Cover:	\$3,380	\$4,180
Back Cover:	\$3,300	\$4,400

DEADLINE:
July 1, 2023
For Space Reservation and Ad Materials

Payment is due in full with signed contract to confirm space reservation.

AD SPECS:
8.5" x 11" vertical, 8.625" x 11.125" with bleed

Print-Ready PDF

- All ads must be submitted as high-resolution (300 dpi) PDF files. PDF/X-1a is preferred.
- Ads must be submitted in CMYK (four-color process).
- If you use a black background, please make sure it is a consistent rich black according to the following mix: C40 M30 Y30 K100.
- Please keep all text, logos and important image information within the live area.
- Full-bleed ad backgrounds (or images) must have a bleed allowance at least 1/8" beyond the trim size on all sides.
- Please offset cropmarks 1/8" (.125") in the "Marks and Bleeds: Offset" setting when creating your PDF file, so that crop marks are not visible on the printed page.

Built Ad Materials

SFGA will prepare the ad for you at the rate of \$50/hour
Please provide:

- Text in an email or Word attachment
- Your logo at least 2" wide, as an eps (Illustrator vector preferred), or Photoshop 600 dpi jpg or tiff
- High-resolution imagery (300 dpi) at the size you wish it to appear, or larger
- Layout instructions or preferences

Email materials to Lisa Stewart, SFGA Executive Director, at info@santafegalleryassociation.org or call 505-982-1648

Advertiser agrees to meet deadline for furnishing artwork and copy or print-ready PDF. SFGA Art Map Booklet may reject or cancel any advertising for any reason at any time. Cancellations by advertisers are not accepted. Publisher assumes no liability for any ad error. Publisher cannot be held responsible for the variations within standard web offset printing standards (SWOP) that are integral to the web printing process. Advertiser is responsible for supplying Publisher with appropriate ad copy and photo credits and indemnifies the Publisher should any claim arise from the use of copy or photographs. The terms of this contract commence with the agreement between parties of this contract and conclude with the delivery of the 2023 edition of the SFGA Art Map Booklet.

Advertiser Signature _____ Date _____

Publisher Signature _____ Date _____