

The Arts Paper 2009 rate card

Advertising rates

Ad sizes are listed Width x Height

Full Page	10" x 15"	\$1200.00
Half Page	10" x 7.4"	\$900.00
Inside Banner	10" x 3.625"	\$750.00
Quarter Page	4.75" x 7.4"	\$600.00
Eighth Page	4.75" x 3.625"	\$400.00
Column Ad	2.3" x 3.625"	\$200.00

All ads except front-page sponsor ad are black & white.

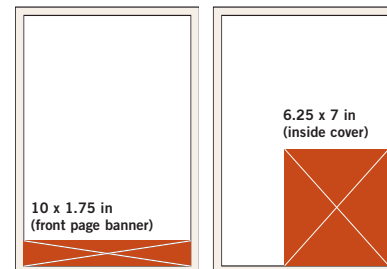
Issue sponsorship

pricing upon request

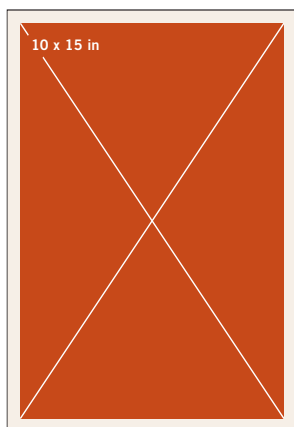
Sponsorship ads must be limited to one company or group of companies.

Sponsors get two ad placements: a front-page banner ad and an inside cover ad. The sizes are:

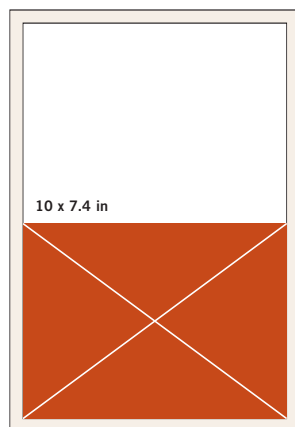
Front page banner	10" x 1.75" (no bleed) or 11.5" x 2" (full bleed)
Inside cover	6.25" x 7"



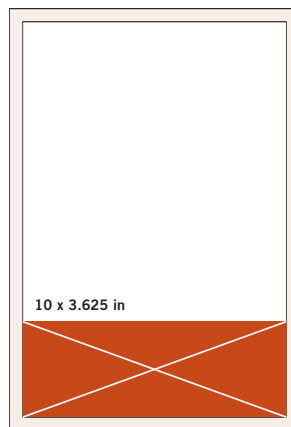
Ad sizes



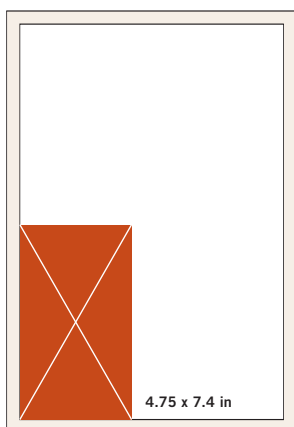
Full Page
10 inches wide
15 inches high



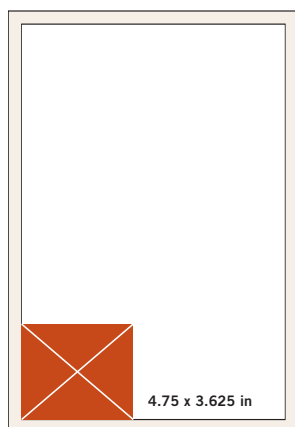
Half Page
10 inches wide
7.4 inches high



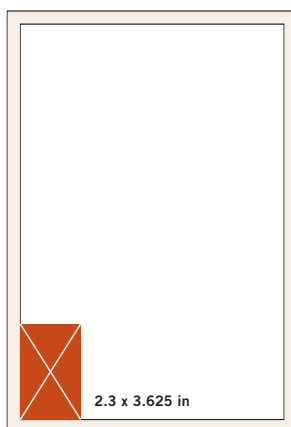
Inside Banner
10 inches wide
3.625 inches high



Quarter Page
4.75 inches wide
7.4 inches high



Eighth Page
4.75 inches wide
3.625 inches high



Column Ad
2.3 inches wide
3.625 inches high

Contact Information:

Advertising Director:
Bobbi Griffith 203-772-2788
email: bgriffith@newhavenarts.org

Deadlines

All ad files must be received approximately five weeks prior to the publication month. For example, the deadline for May ads is March 28. Go to www.newhavenarts.org for a complete deadline schedule.

Accepted ad formats

PDFs made in almost any program are preferred. *Please embed fonts.* Ads can also be accepted in the following formats **only:**

Quark XPress: Collected data on CD, or saved into a folder, archived in .zip format and emailed. *Always include all fonts, even common ones.*

Adobe Photoshop and Illustrator: EPS or TIFF on a CD or emailed as an attachment.

All files must be 300 dpi. We cannot accept ads made in PageMaker, Publisher or Word documents with embedded images. If you cannot generate your own ad, the Arts Council can assist with your design needs. Please call for assistance.

Emailing ads

Attach ad files to an email and send to bgriffith@newhavenarts.org and acads@qsilver.com

The Arts Council

 of Greater New Haven

70 Audubon St., 2nd Fl. New Haven, CT 06510
t: 203-772-2788 f: 203-772-2262 e: info@newhavenarts.org