

# The Arts Paper 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

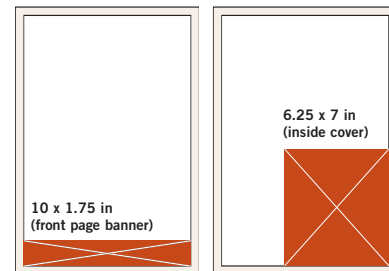
All ads except front-page sponsor ad are black & white.

## Issue sponsorship

pricing upon request

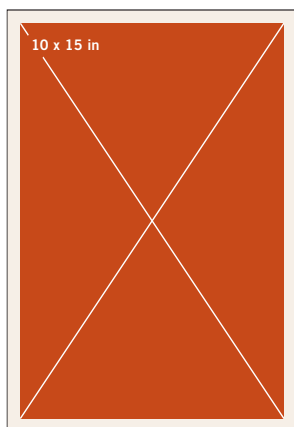
*Sponsorship ads must be limited to one company or group of companies.*

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

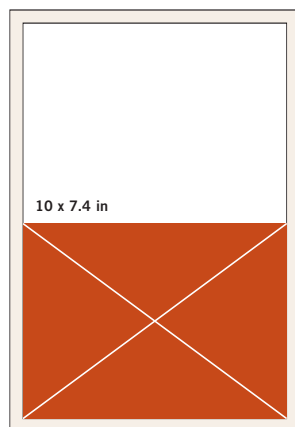


Front page banner 10" x 1.75" (no bleed) or 11.5" x 2" (full bleed)  
Inside cover 6.25" x 7"

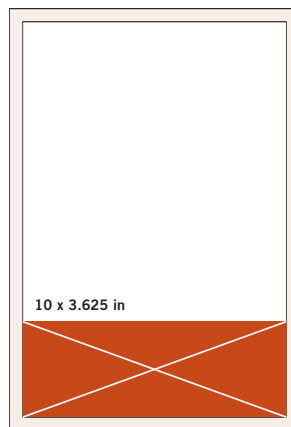
## Ad sizes



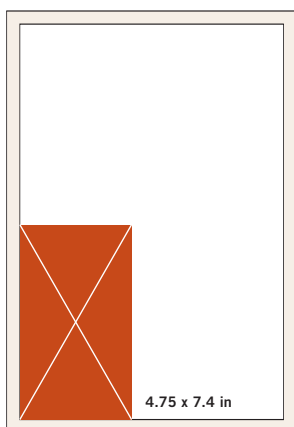
**Full Page**  
10 inches wide  
15 inches high



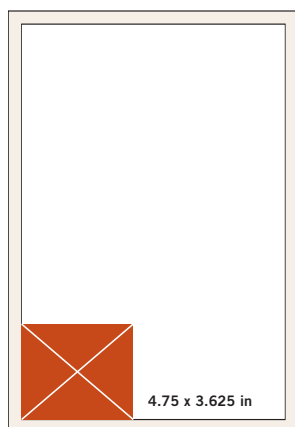
**Half Page**  
10 inches wide  
7.4 inches high



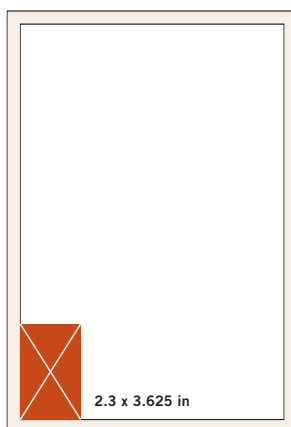
**Inside Banner**  
10 inches wide  
3.625 inches high



**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](mailto: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](http://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](mailto:bgriffith@newhavenarts.org) and [acads@qsilver.com](mailto:acads@qsilver.com)

# The Arts Council of Greater New Haven

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