

## Advertise in The Polymer Arts

To reserve your advertising space ...

Go to: <http://thepolymerarts.com/advertise.html> or write us at [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com) or fill out and return the form at the end of this packet.

### Magazine (Print + Digital) Ads

- All ads will be in both print and digital versions with digital hyperlinked to your website.
- Prices assume no cost to us for additional work to make ad print ready.

Ad Size	1x Rate	4x Contract Rate	Pre-payment (4x)	Mechanical Requirements (inches)	(millimeters)
Back cover	\$ 650 issue	\$625 Issue	(\$600x4) \$2400	• Bleed (trim)*: 8-3/8" x 10-7/8" • Non-bleed: 7-3/8" x 9-5/8"	• 213 x 276 • 187 x 245
IFC/IBC	\$530 issue	\$510 issue	(\$490x4) \$1960	• Bleed (trim)*: 8-3/8" x 10-7/8" • Non-bleed: 7-3/8" x 9-5/8"	• 213 x 276 • 187 x 245
Full page	\$440 issue	\$425 issue	(\$410x4) \$1620	• Bleed (trim)*: 8-3/8" x 10-7/8" • Non-bleed: 7-3/8" x 9-5/8"	• 213 x 276 • 187 x 245
1/2 page	\$230 issue	\$220 issue	(\$210x4) \$840	• Vertical: 3-5/8" x 9-5/8" • Horizontal: 7-3/8" x 4-3/4"	• 92 x 245 • 187 x 121
1/4 page	\$125 issue	\$120 issue	(\$110x4) \$440	• Vertical: 1-3/4" x 9-5/8" • Horizontal: 7-3/8" x 2-3/8" • Rectangle: 3-5/8" x 4-3/4"	• 45 x 245 • 187 x 60 • 92 x 121
1/8 page	\$65 issue	\$60 issue	(\$55x4) \$220	• Horizontal: 3-5/8" x 2-3/8"	• 92 x 60
Type	1 month	3 months	6 months	Ad size	Notes
Website	\$20	\$65	\$110	• 200px by 100px; 72-96 dpi	--Posted on all TPA website pages (Not on blog or flipbook pages). --2000 unique views/day
Newsletter	\$25	\$65	\$110	• 150px by 150px ad; 72-96 dpi	(sent 2x per month) --6500 readers/issue
Blog	\$35	\$80	\$125	• 125px by 125px ad; 72-96 dpi	--3 postings a week. Ads on site & in email versions and stays with posts eternally. --3000+ unique readers/ day

Pricing good through 11/30/17

\*Bleeds: Requirements are at trim size. Allow at least 1/8" (3.5mm) bleed beyond trim size. Keep live matter 3/8" (10mm) in from trim on all sides.

## Submitting Print Ad Art Work

### Print Magazine Specs

- 4 color
- Trim size 8-3/8" x 10-7/8" (213x276)
- Interior pages: 50#4 Gloss
- Cover: 80#3 Gloss
- Resolution: 300 dpi
- Layout built in Adobe InDesign CS5.5
- Production primarily done on PCs.

### Print Ad Submission guidelines

- Ads must be submitted in digital format.
- We prefer digital files sent by email to: [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com)
- If your file is particularly large, please submit via [www.wetransfer.com](http://www.wetransfer.com).
- To ensure we have time to catch errors or production issues, art MUST be in by the due date, preferably earlier.

### Print Ad Production Formats

Files should be supplied in one of the following application formats:

- High Resolution PDF's (PDF/X compliant or Press Quality); remove any security.
- Adobe InDesign .INDD
- Adobe Photoshop .PSD (see note under **Fonts**)\*
- Adobe Illustrator .EPS
- TIFF

### Digital Issue Ad version

- All ads will be optimized for the digital version of the magazine in house. Send only print version ads and we will convert those to digital.
- Provide the link you would like associated with your ad—we will add it as a click-through link.

### Ad Quality Checks

#### Producing your Images

- Must be 300 dpi or higher
- All color ads/images MUST be CMYK and not exceed 300% ink coverage. *If we are sent RGB, we will convert it to CMYK in house but cannot be responsible for color changes.*
- Black and white images must be in grayscale or bit-mapped formats

#### Fonts

- All Fonts must be included/embedded. Even if it's a common font, we may not have the same version as you and our programs may substitute other fonts if it is not available.
- \*Avoid 4-color black text (most commonly occurs when adding black text to graphics in Photoshop and can result in blurry text—add text separately in InDesign or other layout program or change color in properties window to CMYK reading 100-0-0-0).

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## Website & Blog Advertising

Send digital files by email to:  
[advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com)

### Image files

- No expandable or floating ads.
- FLASH, GIF, JPG, PNG, or HTML
- Files should be no larger than 70k

### Flash

- Frame rate must be no more than 18 fps.
- File size cannot exceed 30k.
- Max animation duration: 15 seconds.

## E-Newsletter Advertising

- Newsletters are sent twice a month.
- Send digital files by email to: [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com)
- Submit a JPEG, PNG or GIF format file, no larger than 70 KB.

## Ad Creation and Correction

We can create your ad here in house if needed. A small basic ad starts around \$25 using your provided images and text.

To make a request for ad creation or to inquire about costs, send a query to [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com).

If your submitted ad needs correction, we can do so in house. Rates are \$50/hour with a \$25 minimum. Requests can be made via the email you would receive if we found errors in the file submitted.

If you have questions about the file you are submitting, write us at [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com). Leave a number and a time to call you if you would like to discuss this by phone.

## Advertising Policy

- The Polymer Arts reserves the right to refuse any advertising it considers objectionable.
- All ads are due on the art due date unless prior arrangements were made. If the ad is not available by end of day on the due date, the publisher will run the advertiser's previous ad or if no previous ad is available, the advertiser will forfeit his or her payment.
- Cancellations or changes to the ad purchase cannot be made after the art due date.
- The publication dates listed are estimated dates only and are not guaranteed.

## Payment

Ad payment should be paid in full before they will be posted/printed unless prior arrangements are made.

- Payment may be made by PayPal, Credit Card, Money Orders, or Check.
- Payment must be made in US dollars.
- Checks must be drawn on a US bank.
- Payments mailed must be RECEIVED by the payment due date unless other arrangements have been made.

## Mailing Address & Phone

The Polymer Arts Magazine  
397 S. Revere St.  
Aurora, CO 80012

Phone: 303-731-7013

Fax/Scan: Please scan and email to [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com)

## Ad Deadlines

Issue	Publication Date	Magazine Ads— Art Due	Newsletter, Blog & Website Ads—Payment & Art Due
<b>Winter 2016 ; Vol 7, #4</b> <b>On the Surface</b> --variety of surface treatments (inks texture, crackling, finishing, artist's public image, etc.)	11/19/16	10/17/16	
<b>Spring 2017 ; Vol 7, #1</b> <b>Form</b> —Exploring shape, sculptural design, man-made vs organic form, etc.	2/17/17	1/17/17	
<b>Summer 2017 ; Vol 7, #2</b> <b>Color</b> – Color theory basics, interaction, drama vs quiet, etc.	5/19/17	4/17/17	<b>25<sup>th</sup></b> of the month prior to posting.
<b>Fall 2017 ; Vol 7, #3</b> <b>Texture</b> —Understanding visual vs tactile, variety, creating unique texture, etc.	8/18/17	7/17/17	<i>If the 25<sup>th</sup> lands on a weekend or holiday, it will be due the next business day.</i>
<b>Winter 2017 ; Vol 7, #4</b> <b>Line</b> —Directional, expressive, quality and form, etc.	11/17/17	10/16/17	

Questions? Call at the above number or write us at [advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com)

## Advertising Reservation Form

Fill out and return this form to reserve advertising space. We'll send confirmation of space availability and an invoice within 3 business days.

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Territory/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Advertising Space Reservation Request

Type of Ad/ Issue or months		Click through URL (if different than website above)	Print Ad Size (Include orientation & bleed if applicable)	Cost US dollars only
Magazine (Print + Digital)	<input type="checkbox"/> 1x <input type="checkbox"/> 4x Contract <input type="checkbox"/> 4x Prepaid	<input type="checkbox"/> Spring 20____ <input type="checkbox"/> Summer 20____ <input type="checkbox"/> Fall 20____ <input type="checkbox"/> Winter 20____		\$
	<b>Magazine Preferred Placement: (add 10% of cost):</b>			
Newsletter	<input type="checkbox"/> x1 month <input type="checkbox"/> x3 months <input type="checkbox"/> x6 months	Start with (month) _____	Click Through URL	\$
Website	<input type="checkbox"/> x1 month <input type="checkbox"/> x3 months <input type="checkbox"/> x6 months	Start with (month) _____	Click Through URL	\$
Blog	<input type="checkbox"/> x1 month <input type="checkbox"/> x3 months <input type="checkbox"/> x6 months	Start with (month) _____	Click Through URL	\$
Discounts				-\$
<b>Total --</b>				\$

Invoice will be sent by email for payment.  
 Payment options include credit card or Paypal online, credit card by phone or print invoice & mail with your payment.

(As used in this Reservation form, Advertiser refers to the entity/person listed under Name of Business and/or Contact Person or such entity's agents; Publisher refers to the entity "The Polymer Arts") Submission of this form to the Publisher constitutes an agreement to the following terms and regulations. The Publisher reserves the right to reject or cancel any advertisement or space request for any reason and at any time, previously accepted or not, without liability. The Publisher reserves the right to mark any advertisement as "Paid Advertisement" if, in the Publisher's opinion, the ad may be mistaken for editorial consent. Advertisers and/or their agent accept all liability for all content of their ads and assume responsibility for any claims arising from their printing/distribution. Publisher's acceptance of advertising does not release advertiser and/or their agent from liability. Placement of ads cannot be guaranteed except when payment for Preferred Placement has been accepted by the Publisher; this does not supersede Publisher's right to reject or cancel an ad for any reason. If advertiser fails to pay the Total Due prior to the Reservation and Payment Due Dates or otherwise breaches this contract, the Publisher has the right to terminate this contract or adjust Rates as Publisher sees fit. Refunds are available for cancellations up to 1 business day prior to the Reservation Due Date. Refunds may take up to 30 days to process and will incur a \$20 processing fee deducted from the refund total. Advertisers who cancel after the reservation due date, do not pay in full, or fail to submit completed ad/artwork by the art work deadline, forfeit payments or may use the monies paid towards a future ad reservation at the future ad rate, at the Publisher's discretion. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, accidents, fire, acts of God or any circumstance not with the control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any advertiser's materials (final proofs are submitted for Advertiser's approval). Rates are subject to change without notice; advertising paid for prior to rate changes being posted will not be subject to an increase or decrease based on new rates.

Signature: \_\_\_\_\_ Name (printed): \_\_\_\_\_ Date: \_\_\_\_\_

**Return this form:** Scan/take a photo & email--[advertise@thepolymerarts.com](mailto:advertise@thepolymerarts.com); or  
 Mail to: The Polymer Arts, 397 S. Revere St., Aurora, CO, 80012-2369, USA