

FREQUENCY ADVERTISING RATES

The *Decorative Painter* is published four times a year. Rates are based on the number of issues contracted within a twelve-month period. All rates are gross and indicate per-issue price.

| | 1x | 3x | 4x |
|--------------------------------|--------|--------|--------|
| Four-Color (Full-Color) | | | |
| Full Page | \$1910 | \$1673 | \$1300 |
| 1/2 Page | 1314 | 1226 | 1000 |
| 1/3 Page | 1049 | 981 | 800 |
| 1/4 Page | 977 | 915 | 700 |
| 1/6 Page | 400 | 300 | 200 |

BIGGEST BANG FOR YOUR BUCK!

We're giving away color! Although *The Decorative Painter* no longer offers black-and-white advertising, we are offering two-color advertising for the same price as former black-and-white ad rates. **So, go ahead—add some color!**

| | 1x | 3x | 4x |
|------------------|-------|-------|-------|
| Two-Color | | | |
| Full Page | \$860 | \$749 | \$660 |
| 1/2 Page | 509 | 431 | 380 |
| 1/3 Page | 463 | 398 | 340 |
| 1/4 Page | 368 | 319 | 220 |
| 1/6 Page | 214 | 199 | 170 |
| 1/12 Page | 183 | 159 | 130 |

COVERS/SPECIAL POSITIONS

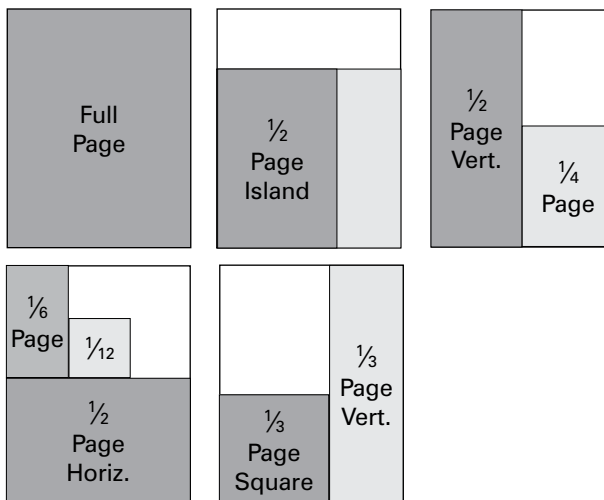
| | 1x | 3x | 4x |
|--------------------|--------|--------|--------|
| Inside Front Cover | \$2508 | \$2258 | \$1800 |
| Outside Back Cover | 2789 | 2509 | 2000 |
| Inside Back Cover | 2228 | 2007 | 1600 |

- *The Decorative Painter* offers a 15% discount to recognized agencies.
- An additional 15% charge will be added for guaranteed special position ads such as back-to-back and facing pages.
- *The Decorative Painter* does not accept responsibility for advertising submitted that is not camera-ready.

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UNIT SIZES & SPECIFICATIONS

| UNIT | WIDTH | HEIGHT |
|-----------------------|--------------------------------|--------------------------------|
| Full Page | 7 ⁷ / ₈ | 9 ⁷ / ₈ |
| 1/2 Page Island | 4 ⁵ / ₈ | 7 ⁵ / ₈ |
| 1/2 Page Vertical | 3 ⁵ / ₈ | 9 ⁷ / ₈ |
| 1/2 Page Horizontal | 7 ³ / ₈ | 4 ⁷ / ₈ |
| 1/3 Page Vertical | 2 ³ / ₈ | 9 ⁷ / ₈ |
| 1/3 Page Square | 4 ⁷ / ₈ | 4 ⁷ / ₈ |
| 1/4 Page Vert./Horiz. | 7 ³ / ₈ | 2 ³ / ₈ |
| 1/4 Page | 3 ⁹ / ₁₆ | 4 ⁷ / ₈ |
| 1/6 Page Vert./Horiz. | 4 ⁷ / ₈ | 2 ³ / ₈ |
| 1/12 Page | 2 ³ / ₈ | 2 ³ / ₈ |
| Bleed | 8 ⁷ / ₈ | 11 ³ / ₈ |
| Live Area | 7 ⁵ / ₈ | 9 ⁷ / ₈ |
| Trim Size | 8 ³ / ₈ | 10 ⁷ / ₈ |



ADVERTISING DEADLINES

| ISSUE | MAILS LAST WEEK OF | ADS DUE |
|------------------------|--------------------|---------|
| 1 | Feb. | Dec. 1 |
| 2 | June | Apr. 1 |
| 3 <i>Holiday Issue</i> | Aug. | June 1 |
| 4 | Nov. | Sept. 1 |

Send me your images and information and I can create an ad for you for an additional \$30.
 (Please limit changes to two rounds.)

ELECTRONIC FILE SPECIFICATIONS

■ We can accept files on CD, DVD or email (email is limited to 5 megabytes). Preferred file type is PDF, TIF or high resolution JPG files. EPS files are also acceptable.

Original ("live") files created in InDesign, Adobe Illustrator, or Adobe Photoshop are acceptable, but not preferred.

■ All spot colors in a file must be converted to CMYK. Duotones or tritones created with Pantone colors must be converted to CMYK.

■ Images must be to size at 300 dpi. Lineart must be to size at 1200 dpi. Remember to send all linked image files and fonts used with "live" files.

■ Please include an accompanying match print with all disks submitted.

■ Ads not sent the specified size will incur an additional \$30 charge to correct the size or will be returned to be corrected.

SPECIAL ADVERTISING OPPORTUNITIES

Business members in good standing are entitled to additional opportunities to advertise products and services to the SDP's 18,000-plus members. Each year, the SDP hosts its Annual Conference and Expo, an international painting event featuring hundreds of classes, seminars, 120-plus booth expo and more.

Conference Special Catalog

The official four color publication of the SDP Annual Conference and Expo is sent to every member and extras are printed for distribution. It features every class and event during Conference. Members use **The Conference Special** catalog for years to locate active teachers. ■ Materials due August 1.

Conference Program Booklet

Special ad rates apply to this little handbook used by **all** registered conference attendees. A limited number of **Program Booklets** also will be available for sale to daily registrants and the local public. This is the perfect place to advertise your booth location and show specials. ■ Materials due February 1.

SDP Business & Teacher Directory

The largest and most comprehensive listing in the decorative painting industry, SDP's Business & Teacher Directory is used by SDP Business and Individual members alike. This publication has a long shelf life. Not only is the information relevant for a year, most members archive their copies. It's a popular resource for chapters, too. ■ Materials due April 1.

Experience the
Home Arts...



As the official publication of the Society of Decorative Painters, *The Decorative Painter* was there at the break of America's decorative painting industry when SDP was formed in 1972. And we're still here to put your name into the hands of the most passionate decorative painters. Why should you choose to advertise with *The Decorative Painter*? We provide high-quality painting projects for every skill level and taste, industry news and feature stories to our 24,000 members worldwide. It is the only painting magazine that provides the latest in Society and chapter news. Because belonging to SDP is an investment, our members are considered the most dedicated and productive decorative painters. Our readers care about *The DP* because they have a sense of ownership with each issue. According to a recent reader survey, many readers claim they read it "cover to cover" and many "keep it forever" or "never throw it away." With a long shelf life and the most passionate readership, *The Decorative Painter* should undoubtedly be your choice to market your goods and services. **Advertise with a Classic.**

Our Mission

The mission of the Society is to stimulate worldwide interest in and appreciation for decorative painting; to recognize the diversity of and excellence in the art form; and to serve as the educational resource center for all aspects of decorative painting. ■

Advertising Requirements

The Decorative Painter is a benefit of the SDP membership. Advertisers must be business members to advertise. Ads must carry the same name as the business membership. Include membership number on all correspondence.

Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

Ad space reservations must be made by contract to the ad representatives. The publisher reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time.

Advertisements not received by our advertising production department by closing date will not be entitled to the privilege of revision by the advertiser or its agency.

Rates and requirements are subject to change without notice; however, contracted advertisers will receive the contracted amount for the duration of the contract. Advertising simulating editorial material will be marked as advertising. Conditions, other than rates, are subject to change by publisher without notice.

Advertising contracted on frequency rates will be automatically picked up from the previous issue unless otherwise specified. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.

All new advertisers and those that have not advertised in the last two years must pre-pay for the ads for six months. All companies whose advertising reaches 120 days past due will be put on a pre-pay status for one year. A 2% discount will be applied to advertisers who send payment with their advertising materials. Additional charges, when applicable, will be invoiced. Accounts not paid within 30 days following the statement will not be permitted to advertise until payment is made in full and may be subject to contract cancellation and increased rates. **Interest will be charged at 1.5% per month on unpaid balances past 30 days.** All insertion orders are subject to provisions of the current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the changes become effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

Publisher is not liable for delays in delivery and/or nondelivery in the event of act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the publisher affecting production or delivery in any manner.

Publisher is not liable for errors in key numbers, or shifts in color due to the web printing process.

Publisher is not liable for any costs or damages if, for any reason, it fails to publish an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.



PUBLICATIONS RATE CARD



Advertise with a Classic

Your opportunity to market goods and services to the most dedicated, productive and affluent artists in the decorative painting field today.