

# ART *of the* WEST

SINCE 1987

Advertising Rates & Data  
Effective January 1, 2021  
Published Six Times Per Year  
Plus Annual *Guidebook of Art*

## ADVERTISING WITH ART OF THE WEST

1. Print ad rates are discounted from 1x, 3x, and 6x contracts.
2. Print ads produced by Art of the West are subject to additional production fees.
3. For production charges, the first ad in a contract will be charged the full stated amount. If a contract is signed for 3X or 6X, the production charge is halved after the first ad (with the exception of major adjustments to the ad layout).
4. ART of the WEST reserves the right to pass on additional charges for complicated ads and/or changes made to the proof.
5. ART of the WEST-produced Guidebook ads are not subject to production rates.
6. Digital ad rates are reduced when in conjunction with a print ad. The associated print ad must be 1/2 page or larger to qualify for discount.
7. Group ads from print are eligible for a custom digital ad. Pricing for the large banner ad is discounted with participation from 10 or more artists.

## PRINT ADVERTISING SIZES

Trim Size . . . . . 8 1/4"W x 10 7/8"H  
 Spread Ad without bleed . 16 1/2"W x 10 7/8"H  
 Spread Ad with bleed . . . 16 3/4" W x 11 1/8"H  
 FP Ad Bleed Size . . . . . 8 1/2"W x 11 1/8"H  
 FP Ad No Bleed . . . . . 7 1/2"W x 10 1/8"H  
 2/3 Page. . . . . 4 9/16"W x 10"H  
 1/2 Page(Horizontal) . . . . . 7"W x 4 7/8"H  
 1/2 Page(Vertical) . . . . . 4 9/16"W x 7 1/2"H  
 1/3 Page(Horizontal) . . . . . 4 9/16"W x 4 7/8"H  
 1/3 Page(Vertical) . . . . . 2 1/8"W x 10"H  
 1/4 Page(Vertical) . . . . . 3 3/8"W x 4 7/8"H  
 1/6 Page(Horizontal) . . . . . 4 9/16"W x 2 3/8"H  
 1/6 Page(Vertical) . . . . . 2 1/8"W x 4 7/8"H

*Bleed Ads (FP & Spreads) – Keep all live matter 3/8" from the trim of magazine. No bleeds on fractional ads.*

## DIGITAL ADVERTISING SIZES

Banner Ad . . . . . 1085 Pixels W x 600 Pixels H  
 1/3 Ad . . . . . 350 Pixels W x 450 Pixels H

## 2021 ADVERTISING CALENDAR

ISSUE	SPACE CLOSE	MAT'L DEADLINE*	PDF ADS**
Jan/Feb 2021	Nov 6	Nov 13	Nov 20
March/April 2021	Jan 8	Jan 15	Jan 22
May/June 2021	Mar 5	Mar 12	Mar 19
July/August 2021	May 7	May 14	May 21
Sept/Oct 2021	July 9	July 16	July 23
Nov/Dec 2021	Sept 10	Sept 17	Sept 24
Jan/Feb 2022	Nov 5	Nov 12	Nov 19

\*Material Deadline - Ad production done by ART of the WEST  
 \*\*PDF must be provided

*Previous materials will be repeated if new materials are not received by materials deadline.*

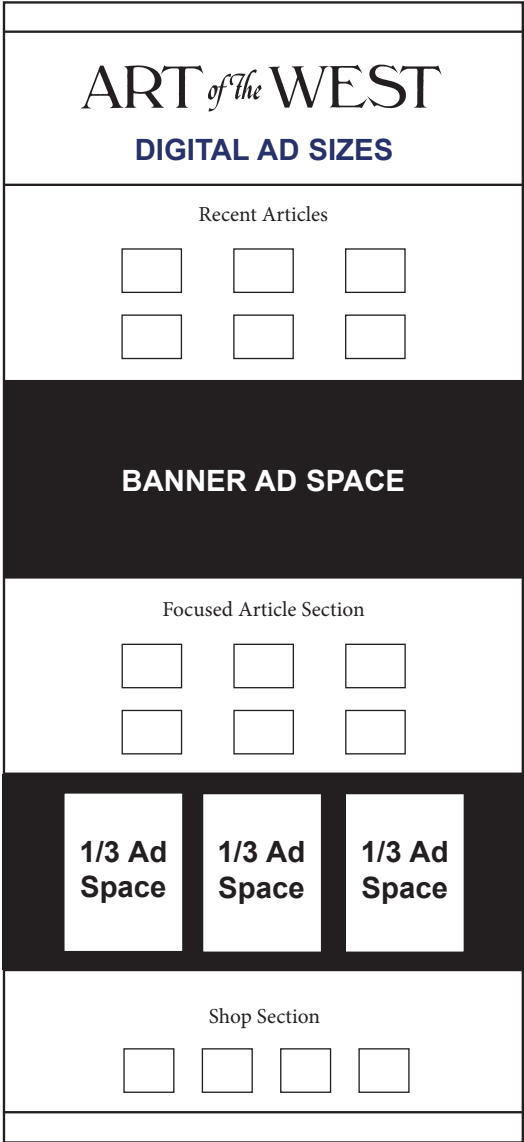
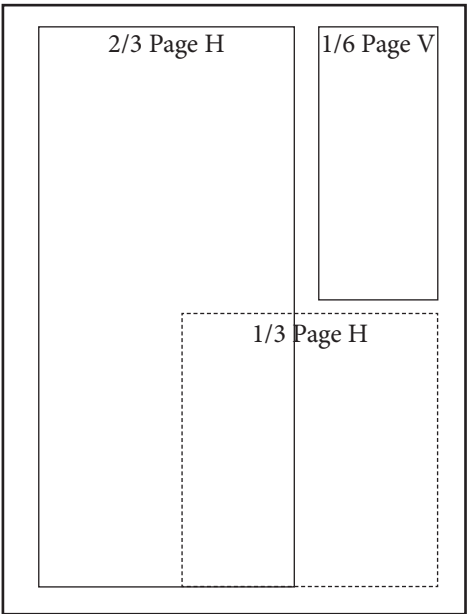
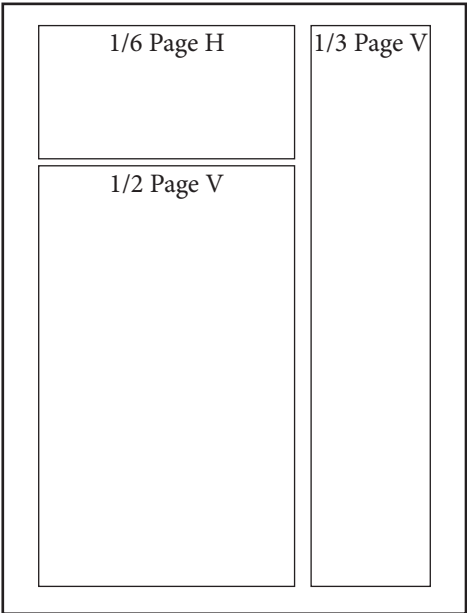
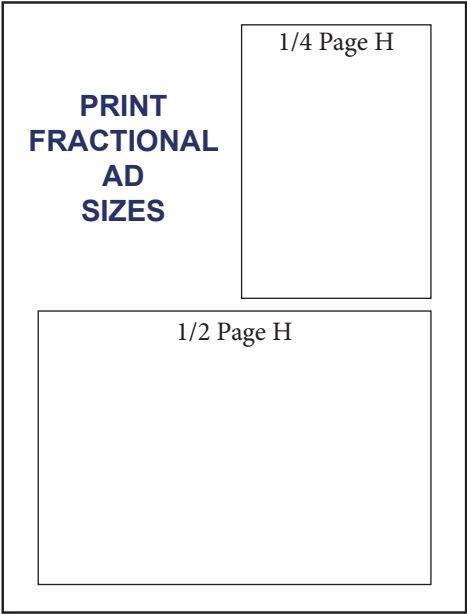
*No cancellations will be accepted after the space closing date listed above.*

ISSUE	SPACE CLOSE	MAT'L DEADLINE*	PDF ADS**
Guidebook 2022	Oct 8	Oct 15	Oct 22

\*Material Deadline - Ad production done by ART of the WEST  
 \*\*PDF must be provided

*No cancellations will be accepted after the space closing date listed above.*

**See next page for ad size examples.**



## MATERIAL REQUIREMENTS-PDF DIGITAL

- File format - Hi Res PDF - 300 ppi . A PDF/x-1a is acceptable. For program specific PDF settings contact Jenny Lang, Production Director at [jenny@aotw.com](mailto:jenny@aotw.com). Overall printing maximum density of all colors cannot exceed 300%. Send high res PDF to [jenny@aotw.com](mailto:jenny@aotw.com).
- All files provided must be CMYK format and color corrected. **ALL RGB COLOR WILL BE CONVERTED TO CMYK.** We are not responsible for any color shift resulting in the changing of RGB color to CMYK. No spot colors.
- Please make sure document dimensions are correct. Build fractional ads to ad size, no bleeds accepted. On Full Page ads, build page to trim size and if it bleeds extend dimensions beyond page edge by 1/8" on all sides. Keep live matter 3/8" from trim size. No crop marks.
- Uncompressed PDF files may be uploaded to our FTP site. Check your PDF before uploading. Use your company name as the file name. Contact Jenny Lang at [jenny@aotw.com](mailto:jenny@aotw.com) for instructions and password.
- All colors must be made as CMYK. RGB files and J-Pegs will be converted to our specs.
- A printed color proof is requested. The profile we print/proof to is the US Web SWOP 2006 on a #3 Sheet (publication stock). We accept the following for color proofing on press: Laser Matchprint, Dupont Waterproof, Kodak Approval.
- We do not accept digital files done in Coral Draw, Microsoft Publisher, Apple Pages, or Microsoft Word.
- *ART of the WEST* is not responsible for correcting bad scans, errors in type, ads produced in unacceptable software programs, etc. only for accurate output of the files submitted.
- Any alterations to supplied digital files or any necessary color proofs will be billed to the advertiser.

## ADS PRODUCED BY ART of the WEST

Send advertising copy and a rough layout to [jenny@aotw.com](mailto:jenny@aotw.com). If no layout is received, photo cropping and design will be done at production department discretion.

4/Color Images: jpeg, TIFF, Photoshop images at 72, 180 or 300 ppi are acceptable as long as they are large enough pixels (See requirements below). Images pulled from a website are NOT acceptable unless they are the correct pixel size. **ALL RGB COLOR WILL BE CONVERTED TO CMYK.** We are not responsible for any color shift resulting in the changing of RGB to CMYK. Transparency (4x5) with a color bar and gray scale, color slides and color prints are acceptable. Cost of color scanning will be passed onto the advertiser. If a background color is to be used, provide a PMS number or a sample. **Digital images should be emailed to [jenny@aotw.com](mailto:jenny@aotw.com).**

Electronic Proofs (via email) will be provided for ads produced by *ART of the WEST* only when layouts are received by the materials deadline indicated below.

### Image Size Requirement:

- 1/6 & 1/4 Page Ads - Image Must be 900 to 1200 pixels or larger on the width.
- 1/3 Page - Image should be 1200 to 1500 or larger pixels on the width
- 1/2 Page Horizontal - Image Must be 1800 to 2100 pixels or larger on the width.
- 1/2 Page Vertical - Image Must be 1200 to 1600 pixels or larger on the width.
- Full Page - If only one image is to be used it should be a minimum 2550 pixels on the width. If more than one it would be wise to send them at least 1600 pixels on the width.

## CREDIT INFORMATION

1. An advertising contract must be signed to receive frequency rate.
2. Payment must accompany advertising copy when advertising on a one-time basis or with the first ad when advertising on a contract basis.
3. Ads paid for in full at the time of signing a contract will receive a 10% discount.
4. Contract advertisers must furnish three recent credit references to qualify for open billing policy.
5. Payment due upon receipt of invoice. There will be a 4% interest charge for every month invoice is unpaid.
6. Open billing credit will be cancelled if the account becomes more than 60 days past due.
7. Art of the West will accommodate a payment plan for those unable to pay an invoice in full. Our payment plan:
  - 1/3 due at ad close date
  - 1/3 due when the associated issue goes to print
  - 1/3 due when the associated magazine is distributedThese dates are, on average, three weeks apart. Precise dates will be given when a contract is signed.

## GENERAL INFORMATION

1. All advertisements are accepted and published upon the representation that the agency and/or advertiser will indemnify and save the publisher harmless from any loss of expense resulting from claims or suits based upon contents of any advertisement including claims or suits for defamation, libel, violation of right of privacy, plagiarism and copyright infringement.
2. ART of the WEST reserves the right to refuse all advertisements judged to be inappropriate.
3. Publisher is not liable for delays in delivery due to an act of God, labor disputes, material shortage, action by a government agency, or any other conditions beyond the control of the publisher that may affect production or delivery in any manner. The publisher is also not liable for damages if for any reason he fails to publish an ad.
4. The word "advertisement" will be printed on any ad resembling editorial material.
5. When advertising frequency contracts are not completed, charges will be adjusted to reflect the number of insertions actually used.
6. In the event of default in payment of invoices by agency and/or advertiser, the publisher reserves the right to cancel any remaining insertions per contract agreement.