



The Independent Artist™

Agreement and Payment Due: FEBRUARY 15, 2010
Ad Copy Due: MARCH 1, 2010



Please pay promptly.
We cannot go to print until all funds are received. Thanks!

NAIA The Independent Artist Advertising Rates				
For Issue #7, Spring 2010				
Ad Size	1X Rate	2X	4X	6X
Back Cover	\$1,750	\$1,579	\$1,500	\$1,425
Full Page (Color)	\$1,400	\$1,264	\$1,200	\$1,140
(B&W)	\$1,000	\$903	\$857	\$815
1/2 (Color)	\$850	\$767	\$729	\$692
(B&W)	\$650	\$587	\$557	\$529
1/3 (Color)	\$550	\$496	\$472	\$448
(B&W)	\$450	\$406	\$386	\$367
1/4 (Color)	\$425	\$384	\$364	\$346
(B&W)	\$350	\$316	\$300	\$285
1/8 (Color)	\$300	\$271	\$257	\$244
(B&W)	\$220	\$199	\$189	\$179

The Spring 2010 is our FINAL 5% Recession Discount. 5% will be taken off of the above rates for this issue only. Example: 1/2 page color 2X, Spring issue is \$728.65; Fall issue is \$767. **Our rates now INCLUDE your ad in our online version with LIVE LINKS to your web site!** If you have questions, please contact Cynthia Davis at IAAdvertising@NAIA-Artists.org. Thank you!

Full Page: 10.5" x 16" vertical

1/2 page: 5.25" x 16" vertical, 10.5" x 8" horizontal

1/3 page: 10.5" x 5.25" horizontal (no vertical)

1/4 page: 5" x 8" vertical, 8" x 5" horizontal

1/8 page: 4" x 2.4" vertical, 2.5" x 4" horizontal

Contacts

- Reserve Your Ad, General Info
Cynthia Davis, 734.761.5698
IAAdvertising@NAIA-Artists.org
- Technical / Graphics Questions, Ad Contract, Graphics
Sara Corkery, 630-244-9406
SaraCorkery@NAIA-Artists.org
- Ad Payments
Holly Olinger, 434.971.7669
HollyOlinger@NAIA-Artists.org

Digital File Preparation

Electronic files must be in PDF, TIFF, EPS, or JPG format. Provide all graphic support files used. All images must be at a minimum resolution of 300 ppi, scaled to 100% of the actual size used in the document. All colors must be CMYK. Do not use RGB or spot colors. All files must be flattened, with text converted to outlines, curves, or embedded in the PDF. For technical questions regarding your ad, please contact Sara Corkery: SaraCorkery@NAIA-Artists.org