



Deadline for Ads 2015 Spring Issue
April 10 - Contracts and Payment
April 24 – Copy
May 22 – Distributed to Members
May 26 – Distributed to Shows
May 26 – Posted on Website

NAIA The Independent Artist Advertising Rates					
Ad Size		1x Rate	2X	4X	6X
Back Cover		\$1,750	\$1,579	\$1,500	\$1,425
Full Page	Color	\$1400	\$1,264	\$1,200	\$1,140
	B&W	\$100	\$903	\$857	\$815
1/2 Page	Color	\$850	\$767	\$729	\$692
	B&W	\$650	\$587	\$557	\$529
1/3 Page	Color	\$550	\$496	\$472	\$448
	B&W	450	\$406	\$386	\$367
1/4 Page	Color	\$\$425	\$384	\$364	\$346
	B&W	\$350	\$316	\$300	\$285
1/8 Page	Color	\$300	\$271	\$257	\$244
	B&W	\$220	\$199	\$189	\$179

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

General Information:

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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.