



## Art-i-facts Magazine

Reach the cultural enthusiast and tourist community through the cultural arts magazine of Polk County. A guaranteed minimum of 10,000 copies of each issue of ART-i-facts Magazine are distributed to area tourist attractions, restaurants, hotels, museums, art galleries, theatres, venues, concert halls and member homes.

Issues from Dec 2019 - Jan 2021

Submission Deadlines from Oct 2019 - Oct 2020

### Ad Specs/Rates

#### Full Page (With bleeds)

Please include a minimum 1/8" bleed  
8.75" w x 11.25" h (2625px x 3375px)  
The live area is 8.5" w x 11" h  
(2550px x 3300px)

#### Full Page

(Without bleeds, has 1/2" margin)  
7.5" w x 10" h (2250px x 3000px)

#### Half Page

3.5" w x 10" h [vert] (1050px x 3000px)  
7.5" w x 4.75" h [horiz] (2250px x 1425px)

#### Quarter Page

3.5" w x 4.75" h (1050px x 1425px)

#### Eighth Page

3.5" w x 2.25" h (1050px x 675px)

Artwork should be CMYK and 300dpi.  
Preferred method of digital delivery is PDF with fonts embedded, or JPG. *There is an additional charge for us to create your ads from your copy and photos.*



Magazine Issue	Deadline	Distribution
Dec 2019-Jan 2020 (Holiday/Winter)	<b>Oct 16, 2019</b>	10,000
Feb-Apr 2020 (Spring/Spring Training)	<b>Dec 17, 2019</b>	12,000
May-Aug 2020 (Summer/Summer Camp)	<b>Mar 11, 2020</b>	10,000
Sep-Nov 2020 (Fall/Season Preview)	<b>Jul 15, 2020</b>	11,000
Dec 2020-Jan 2021 (Holiday/Winter)	<b>Oct 14, 2020</b>	10,000

### Advertising Rates/Specifications

#### PAA/CAC MEMBER RATES

# of Ads	Full Page	1/2 Page	1/4 Page	1/8 Page
Single Ad	\$400	\$225	\$150	\$85
4 Ads Adv.*	\$1280	\$720	\$480	\$272

#### NON-MEMBER RATES

# of Ads	Full Page	1/2 Page	1/4 Page	1/8 Page
Single Ad	\$1000	\$600	\$400	\$200
4 Ads Adv.*	\$3200	\$1920	\$1280	\$640

### Buy 4 Ads in Advance Get 20% Off

\* Pay for ads in four issues in advance, receive 20% off the total price for those four ads.  
Example: Member pays for full page in four issues (\$400 x 4 issues) = \$1600 x 80% = \$1280.  
Non-member pays for half page in four issues (\$675 x 4 issues) = \$2700 x 80% = \$2160.

### Contact Information

Contact Bev Hendricks at [admin@polkarts.org](mailto:admin@polkarts.org) or phone 863-409-6610 to reserve ad space or with your questions. Finished ads may be sent directly to [admin@polkarts.org](mailto:admin@polkarts.org).