

# **Ad Specifications**

Please do not include printer marks or registrations. The magazine is trimmed to 8.375"w x 10.75"h. Artwork should be CMYK and 300dpi. Preferred method of digital delivery is PDF with fonts embedded, or jpg. No Publisher files.

### Full Page (With bleeds)

Please include a minimum .25" bleed 8.875"w x 11.25"h is full size w/bleeds Trimmed size is 8.375"w x 10.75"h Consider live area to be 8"w x 10.375"h

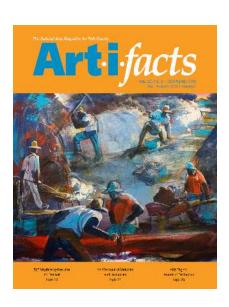
### Full Page (Without bleeds)

Ad Size: 7.625"w x 10"h
The magazine has .375" margins and is trimmed to 8.375"w x 10.75"h

### **Half Page**

3.625"w x 10"h [vert] 7.625"w x 4.8125"h [horiz]

Quarter Page: 3.625"w x 4.8125"h





# Fall 2023-Summer 2024 Deadines/Rates/Specs

Reach the cultural enthusiast and tourist community through the cultural arts magazine of Polk County. A 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.

Magazine Issue	Deadline	Circulation
Sep-Nov 2023 (Fall/Season Preview)	Jul 27, 2023	10,000
Dec 2023-Jan 2024 (Winter/Holiday)	Oct 26, 2023	10,000
Feb-Apr 2024 (Spring)	Dec 28, 2023	10,000
May-Aug 2024 (Summer/Summer Camps)	Mar 28, 2024	10,000

# **Advertising Rates**

## **PACA MEMBER RATES**

# of Ads Single Ad 3 Ads Adv.*	<b>Full Page</b> \$400 \$1000	1/2 Page	1/4 Page	
		\$250 \$625	\$150 \$375	

### **NON-MEMBER RATES**

# of Ads	Full Page	1/2 Page	1/4 Page
Single Ad	\$800	\$500	\$300
3 Ads Adv.*	\$2000	\$1250	\$750

Pay for your ads in the upcoming three issues in advance (3 Ads Adv.\*) to receive a substantial discount off the single ad price. You may skip one issue for the next. Contact PACA Executive Director, Daryl Ward by email to director@polkarts.org to reserve, and pay, for your Ad space for the 2023-2024 Season.

## Questions

See Art-i-facts information at https://polkarts.org/art-i-facts. Send your articles, photos with captions, and finished ads to Bev Hendricks at admin@polkarts.org or phone 863-409-6610 to reserve ad space or with your questions. Requests for ad space will be referred to the Executive Director for payment.

