



## 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

# Art-i-facts

## Fall 2024 - Summer 2025 Deadlines/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 2024 (Fall/Season Preview)	<b>Jul 30, 2024</b>	10,000
Dec 2024-Feb 2025 (Winter/Holiday)	<b>Oct 29, 2024</b>	10,000
Mar-May 2025 (Spring)	<b>Jan 29, 2025</b>	10,000
Jun-Aug 2025 (Summer/Summer Camps)	<b>May 1, 2025</b>	10,000

## Advertising Rates

### PACA MEMBER RATES

# of Ads	Full Page	1/2 Page	1/4 Page
<b>Single Ad</b>	\$425	\$250	\$150
<b>3 Ads in Advance</b>	\$1000	\$625	\$375
<b>4 Ads in Advance</b>	\$1200	\$750	\$450

### NON-MEMBER RATES

# of Ads	Full Page	1/2 Page	1/4 Page
<b>Single Ad</b>	\$800	\$500	\$300
<b>3 Ads in Advance</b>	\$2000	\$1250	\$750
<b>4 Ads in Advance</b>	\$2400	\$1500	\$900

Pay for your ads in three season issues or all four issues in advance 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](mailto:director@polkarts.org) to reserve, and pay, for your advertising space for the 2024-2025 Season.

## Questions

See Art-i-facts information at <https://polkarts.org/art-i-facts>. Send your articles, photos with captions, and finished ads, by the above deadlines to Bev Hendricks at [admin@polkarts.org](mailto:admin@polkarts.org) or phone 863-409-6610 to reserve ad space or with your questions. Requests for ad space are referred to the Executive Director for payment.



**POLK ARTS &  
CULTURAL ALLIANCE**  
CHAMBER FOR THE ARTS

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