

DEADLINES

Issue	Space Reservations	To Be Designed	Digital Files
Nov.	July 23	Aug. 7	Sept. 1
Feb.	Oct. 23	Nov. 7	Nov. 15
May	Jan. 23	Feb. 7	March 1
Aug.	April 23	May 7	June 1

If a date falls on a weekend or holiday, the deadline will be extended to the next business day.

PAYMENT

1. Advertisers will be billed within 10 days of the publication date of each issue. Payment is due within 30 days of the billing date. State and city sales tax will be charged when applicable.
2. First-time advertisers must accompany their space reservations with payment in full and supply three credit references, including one bank.
3. All delinquent accounts will be charged interest at a rate of 1½% per month. Delinquent interest shall be added to principal and bear interest at the same rate as principal.
4. Advertisers who do not complete a contracted schedule will be subject retroactively to single-placement rates.

GENERAL

1. It is understood that all terms and conditions set forth in this rate card shall form a part of the contract and shall have a binding effect to those set forth in the contract.
2. *American Indian Art Magazine* reserves the right to decline all advertisements which it judges for any reason to be inappropriate or undesirable.
3. *American Indian Art Magazine* reserves the right to edit copy or to redesign any advertisement which does not meet the quality requirements established by the magazine. No alterations to original copy or format will be published without the advertiser's consent.
4. Positioning of advertisements is at the discretion of the magazine. Preferred placement is available, for full- and half-page color advertisements, at a premium.
5. All advertisers will be given notification of the deadlines for each issue. All advertisers, even those on contract, must contact the advertising manager to reserve space in a given issue.
6. No cancellations will be accepted after the closing date of each issue. If ad materials are not received, a previous advertisement will be printed and charged for. If one is not available, the advertiser will still be charged for the reserved space. There is a \$50.00 charge for ad materials received after deadline.
7. Errors for which the magazine is responsible shall not be credited in excess of the cost of the space occupied by the error. *American Indian Art Magazine* requires written notification of such errors within 30 days of publication for credit to be given.

For further information, contact:

Advertising Manager
AMERICAN INDIAN ART MAGAZINE
7314 East Osborn Drive
Scottsdale, AZ 85251
(480) 994-5445
(480) 945-9533 fax
www.aiamagazine.com

This card replaces all previous rate cards.
Rates and conditions are subject to
change without notice.

american indian art magazine

ADVERTISING RATES AND
SPECIFICATIONS #12

Effective with the
Spring/February 2006 Issue

AMERICAN INDIAN ART MAGAZINE

is a colorful, generously illustrated quarterly devoted to the great variety of American Indian arts, appealing to both laypeople and professionals. The magazine is published November 1, February 1, May 1 and August 1.

ADVERTISING RATES — SPACE ONLY

COLOR	Single Issue	Contract
Full page	\$ 1760	\$ 1540
1/2 page	\$ 1200	\$ 1050
1/4 page	\$ 785	\$ 690

BLACK AND WHITE

Full page	\$ 1165	\$ 1030
1/2 page	\$ 800	\$ 705
1/4 page	\$ 440	\$ 385

PREFERRED PLACEMENT

Full- and half-page color only: add 15% to space rate for guaranteed placement in the first sixteen pages of the magazine.

CONTRACTS

American Indian Art Magazine offers variable advertising contracts that allow repeat advertisers a discount. In signing, an advertiser agrees to advertise in four consecutive issues but needs not specify what size advertisement will appear in each. For this reason, even contract advertisers must contact the advertising manager before the closing date of each issue to indicate what size space should be reserved.

DESIGN AND PRODUCTION SERVICES

American Indian Art Magazine encourages (non-agency) advertisers to have their advertisements designed by the magazine. Complete design services are available at a minimum charge of \$50.00.

MATERIALS REQUIRED FOR BLACK-AND-WHITE ADS

1. Black-and-white photographs should be either 5" x 7" or 8" x 10" glossy and must include a gray scale for accurate reproduction. Scanning charge:
\$30.00 each, 6" x 9" or smaller final size
\$50.00 each, larger than 6" x 9" final size
2. Black-and-white scans may be made from color transparencies or prints. The magazine cannot guarantee their reproduction quality. Additional charge: \$10.00.
3. Polaroid prints and ink jet prints are not acceptable.

MATERIALS REQUIRED FOR COLOR ADS

1. The magazine strongly prefers 4" x 5" or 2 1/4" square transparencies for scanning. Particularly clear 35mm slides are also acceptable. Scan and proof charge:
\$135.00 each, 8" x 10" or smaller final size
\$175.00 each, larger than 8" x 10" final size
2. Transparencies must include a color bar and gray scale for accurate color reproduction.
3. The magazine cannot guarantee the color accuracy of scans made from color photo prints or of digital images provided by the advertiser.

Advertising copy should be typewritten. *American Indian Art Magazine* is not responsible for errors in copy that is handwritten or transmitted orally.

A photocopy of the advertisement will be furnished for approval in advance of publication. Advertisers must notify *American Indian Art Magazine* of any corrections by the deadline noted on the proof. There will be a minimum charge of \$50.00 for changes made that do not result from *American Indian Art Magazine* errors, or changes made after the final advertising proof has been approved.

DIGITAL FILE SPECIFICATIONS

- The Magazine is produced on Macintosh computer systems in Quark Xpress for page layout and Adobe Illustrator and Adobe Photoshop for image production.
- Ads produced in other page layout programs (such as Adobe InDesign or Quark Xpress for Windows) must be saved as EPS or hi-resolution PDF files with process color trapped for offset printing, fonts converted to outline if possible and all fonts and images embedded. Files must be Mac compatible.
- Full page ads must include crop marks (offset by 9 pts.) to the 8.5" x 11" trim size and .125" of extra bleed on all four sides. Keep live matter .25" from trim.

FONTS:

- Please supply a separate folder containing all fonts used in the document (both screen and printer fonts).
- Postscript fonts only. TrueType or PC fonts may have to be substituted with a similar Postscript font.
- Do not use the "type style" menu to create pseudo italic or bold versions of the font you are using.

SCANS/IMAGES:

- Please supply a separate folder containing all digital images used in the document.
- Save all photo and art files as EPS or TIFF images.
- All photo images must be in CMYK or Greyscale mode (no RGB, LAB or INDEX files) and saved at 300 dpi at the final size used.
- Bitmapped line art graphics should be 1200 dpi at the final size used to avoid poor print quality.
- Artwork taken from the internet is 72 dpi and unusable.

COLORS:

- Make sure the colors you use are specified as CMYK and Process Separation is activated.
- Any RGB or Pantone colors will be converted to CMYK and color accuracy cannot be guaranteed.

PROOFS:

- Supply a hi-resolution, color-accurate digital proof made from the actual digital file you are providing.
- Laser proofs are not acceptable. If an appropriate proof is not provided, a color-accurate proof will be produced at a charge of \$65.00.

MEDIA:

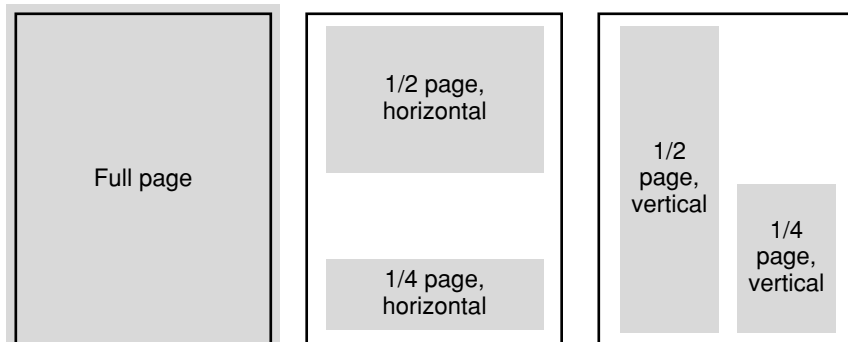
- Provide ads on CD.

LABEL THE DISK:

- Include the issue date, full advertiser's name, agency name, vendor contact, ad file name and list of disk contents.
- Avoid generic file names such as "logo," "image," etc.

Any exceptions to the above specifications must be approved by the Magazine prior to ad material submission. Digital ads that require reworking will be billed a minimum of \$50.00. The magazine may make, and charge for, any alterations necessary to make ad conform to specifications.

ADVERTISING SIZES



MEASUREMENTS

Publication trim size: 8.5" x 11"

(Keep live matter .25" from trim)

	WIDTH x HEIGHT
Full-page	8.5" x 11"
(Note: add .125" bleed on all four sides)	
1/2 page, vertical	3.333" x 9.5"
1/2 page, horizontal	7" x 4.583"
1/4 page, vertical	3.333" x 4.583"
1/4 page, horizontal	7" x 2.25"