

Gallery Walk

Founded in 1995 · A Project of the Arts Council of Windham County

AD RATES (effective August 1, 2013)

NOTE: See Map of Ad Sizes on the back of this page, plus attached Sample Ad Pages and Listing/Ad Info page.

ARTS-RELATED BUSINESSES & EVENTS:

				<u>B&W</u>	<u>4-color</u>
AD SIZE:	1/8-page (horizontal)	2.35" w x 1.875" h	=	\$35	n/a
	1/4-page (horizontal)	4.75" w x 1.875" h	=	\$35	\$55
	1/4-page (vertical)	2.35" w x 3.815" h	=	\$35	\$55
	1/2-page (horizontal)	4.75" w x 3.815" h	=	\$45	\$80
	1/2-page (vertical)	2.35" w x 7.675" h	=	\$45	\$80
	3/4-page (vertical)	4.75" w x 5.75" h	=	\$65	\$110
	Full page (vertical)	4.75" w x 7.675" h	=	\$115	\$150
	Centerfold 3/4-spread	10.125" w x 5.75" h	=	\$150	\$225
	(width of centerfold image varies a bit based on length of booklet)				

OTHER BUSINESSES & EVENTS:

				<u>B&W</u>	<u>4-color</u>
AD SIZE:	1/8-page (horizontal)	2.35" w x 1.875" h	=	\$35	n/a
	1/4-page (horizontal)	4.75" w x 1.875" h	=	\$50	\$75
	1/4-page (vertical)	2.35" w x 3.815" h	=	\$50	\$75
	1/2-page (horizontal)	4.75" w x 3.815" h	=	\$80	\$125
	1/2-page (vertical)	2.35" w x 7.675" h	=	\$80	\$125
	Full page (vertical)	4.75" w x 7.675" h	=	\$135	\$200

SUBMISSION DEADLINE: Email new ad materials to info@GalleryWalk.org between the 10th and the 20th of the month prior to any Gallery Walk issue date. Ad files are best prepared as high-resolution, press-ready PDFs. Design assistance is available; see Advertising info sheet for further information.

INVOICING AND PAYMENT INFORMATION:

Ongoing Monthly Advertisers are billed after publication. \$35 ads are billed every four months (\$140), \$45 and \$50 ads are billed every three months (\$135/\$150), and higher-price monthly ads are usually billed every other month. Note: Regular monthly exhibit venues receive copies of the Gallery Walk Guide and are expected to check their ad in one of those copies, so no tearsheets are provided. Other monthly advertisers (who are not also exhibit venues) are provided with tearsheets to back up their invoice.

Occasional Advertisers are invoiced after publication and are sent a tearsheet unless they are also an exhibit venue receiving copies of the monthly guide. Prepayment is encouraged from non-exhibit venues.

Payment is due within 30 days from the date of any invoice.

Questions? Contact the Walk's promotional coordinator:

Joy Wallens-Penford · info@GalleryWalk.org · (802) 257-2616 (best from 7 to 9 a.m. -or- 8 to 10 p.m.)

3/4-page "GALLERY" AD
(for Exhibits and Events only)
4.75" wide x 5.75" high

1/2-page Horizontal
4.75" wide x 3.815" high

1/4-page Horizontal
4.75" wide x 1.875" high

1/8-page
2.35" wide x 1.875" high

FULL-PAGE AD
4.75" wide x 7.675" high

1/2-page Vertical
2.35" wide x 7.675" high

1/4-page Vertical
2.35" wide x 3.815" high