

SILKWORM

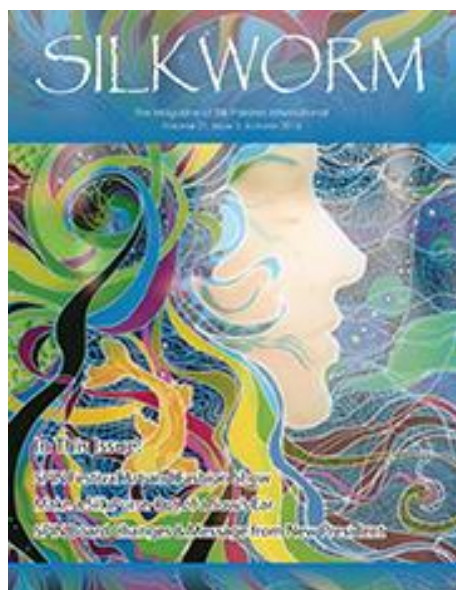
The Quarterly Magazine of Silk Painters International

ADVERTISING RATES FOR 2017

The Silkworm magazine is the membership benefit for those who join Silk Painters International. We support the rich tradition and dissemination of information about the fine art of silk painting. We feature fine artists who paint on silk, from those following the tradition of Chinese brush painting to the European-styled painting with dyes.

Each issue features fine artist members of Silk Painters International. We feature artists who create art from the figurative to the realistic to the purely abstract. Fashion painters create high quality fine wearable art pieces of the highest quality.

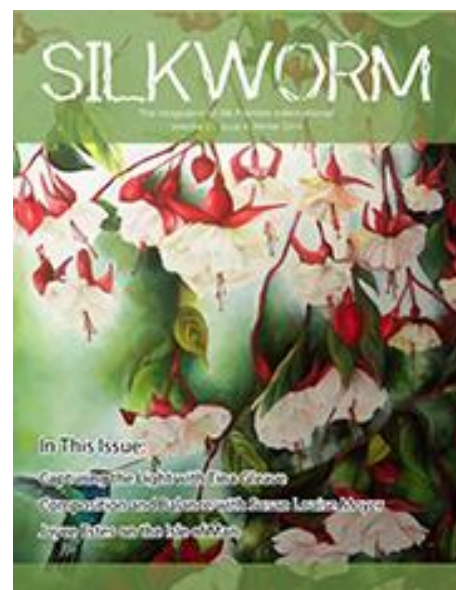
The Silkworm is of interest to artists of all types – silk painters, water colorists, fiber artists and quilters. It is also of interest to collectors and wearers of fine art pieces, gallery owners, students and teachers and lovers of fine art in the United States and abroad.



Autumn 2014



Spring 2014



Winter 2014

Attached is a Contract for Advertising. If interested, please complete the Contract and submit by the Space Reservation Deadline for the applicable Issue.

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CONTRACT FOR ADVERTISING

This CONTRACT FOR ADVERTISING ("Contract") is entered into between _____ (hereinafter referred to as "Advertiser"), of (city, state) _____ and Silk Painters International, a.k.a. "SPIN" (hereinafter referred to as "Publisher"), located in Eastpoint, Florida. This Contract for an advertising order is made and accepted according to the specifications, terms and conditions set forth below and as well as those set forth in Attachment A and Attachment B attached hereto and is effective on the Date executed by SPIN.†

Advertiser Name _____
Contact Person _____
Billing Address _____
City, State, Zip _____
Street Address _____
City, State, Zip _____
Business Phone _____
Business Fax _____
Email _____

Refer to "Attachment A" for applicable space rates, deadlines and publication dates.

Please Mark Selections Below

Frequency ☐ 1 time ☐ 2 times ☐ 4 times

Issues for Insertion Vol. 21, No. 1 ☐ Vol. 21 No. 2 ☐ Vol. 21 No. 3 ☐ Vol. 21 No. 4 ☐
Mar 2017 Jun 2017 Sep 2017 Dec 2017

Indicate Color ☐ Full Color

Website Advertising ☐ Place my Advertisement on the Silkworm Magazine Website

Specify Advertisement Size and Dimensions _____

All changes of advertisement size, color, copy, artwork, etc., is due by the Closing Date.

- ☐ Material for design and production of advertisement by Silkworm, to be submitted by Closing Date
☐ Digital file enclosed
☐ Digital file to be supplied by the deadline
☐ Repeat advertisement from _____ issue of Silkworm (with no changes)

THIS CONTRACT has been executed by the parties hereto on the dates set forth below:

Dated: _____

BY: _____ . Publisher

By: _____
SILKWORM MAGAZINE for
Silk Painters International, (SPIN)

Dated: _____

BY: _____ , Advertiser

Authorized Signature

Print Name

†As a non-profit we cannot take advertising from the following industries: travel, insurance or financial institutions.

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ATTACHMENT A

IMPORTANT DEADLINES FOR ADVERTISERS

2017

Issue	Theme	Space Reservation Deadline	Artwork Deadline	Closing Date	Published and Mailed
Mar Apr 2017	A Room of One's Own	02/01/2017	02/10/2017	02/24/2017	03/17/2017
June July 2017	A Room With A View	05/01/2017	05/12/2017	05/26/2017	6/16/2017
Sep Oct 2017	Windows to the World	08/01/2017	08/11/2017	08/25/2017	09/15/2017
Dec Jan 2017-18	Through the Looking Glass	11/01/2017	11/10/2017	11/24/2017	12/15/2017

2018

TO BE ANNOUNCED

SPIN has plans to expand the magazine. We will have a whole new offering by the middle of 2018.
Stay tuned for details!

Print Advertising Rates

Published every quarter - Spring, Summer, Fall, Winter

4-Color Display Ads	Ad size	1X rate	2X rate	4X rate
Full Page	7.50 "x 9.75 "	\$125	\$115	\$100
1/2 Page Vertical	3.60 "x 9.75 "	\$75	\$65	\$60
1/2 Page Horizontal	7.50 "x 4.75 "	\$75	\$65	\$60
1/4 Page	3.60 "x 4.75 "	\$40	\$35	\$30

Digital Advertising Rates

Published at the same time as the release of each magazine - 15th of the month.

Size	Dimensions	Price	Duration
Large box	300 pixels (h) by 300 pixels (w)	\$100	(1x insertion, 3 months)
Small box	150 pixels (h) by 600 pixels (w)	\$ 75	(1x insertion, 3 months)
Small Tile	125 pixels (h) by 125 pixels (w)	\$ 50	(1x insertion, 3 months)

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ATTACHMENT B

Specifications:

Print

- Please submit your finished ad as a jpeg, gif or png file.
- Use CMYK color formatting and 300 dpi.
- Ads must be sized according to the specs on this page. Incorrectly sized ads will be returned for correction.
- Please make your original document size the exact size of the finished ad.

Inserts: Quotes for printing and binding inserts can be obtained from the publisher. All inserts must have the publisher's approval.

Digital

- Please submit your finished ad as a jpeg, gif or png file. Animated ads must be in gif format.
- Use your image editor's Save for Web & Devices (Photoshop) or Optimize (various programs) feature to choose a resolution setting that reduces the image's file size to less than 100 KB without noticeably reducing image quality.
- Flatten all of your image's layers. Layering should not be used.
- No Flash or CMYK color formatting.

PAYMENT AND DISCOUNTS

Payment is due within 30 days from the date of the original invoice. We reserve the right to discontinue running ads if an account becomes past due. Prepayment is required of advertisers who do not have an established account with SPIN. There is a 10% discount for paid members of SPIN in good standing. Make checks payable to Silk Painters International and send to: SPIN, P.O. Box 1074, Eastpoint, FL 32328.

TERMS AND CONDITIONS

Rates, conditions, and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges shall become immediately payable. The publisher reserves the right to reject or cancel any advertising which in the opinion of the publisher does not conform to the standards of the publication. Advertisers may not cancel orders for, or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.

The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or trademark. Advertising which simulates editorial must carry the words "PAID ADVERTISEMENT" at the top.