

SILKWORM MAGAZINE GUIDELINES FOR ADVERTISERS

Media Kit for Clients Wishing to Place an Advertisement in the quarterly magazine, *Silkworm*

Editor: Liz Constable, elconstable@ucdavis.edu

Advertising Marketing: Gloria Lanza-Bajo, glbsilk@earthlink.net

Billing and Payment: Gloria Lanza-Bajo, glbsilk@earthlink.net

Silkworm magazine is one of the membership benefits for those who join *Silk Painters International*, an organization with approximately 500 members. We support the rich traditions, and dissemination of, information about the fine arts of silk painting and related arts, including batik on silk, 3-dimensional art with silk, and *rozome*, among others.

Each issue features at least one of the artist members of *Silk Painters International*, and includes articles about global histories and cultures of silk, a regular *Tools and Techniques* section, and a focus on wearable art or fashion. We feature silk artists who work in a wide range of styles, from the figurative to abstract.

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

We invite advertisers to support *Silkworm* and reach the customers who are already dedicated to their products.

Below you'll find the **Rate Card for advertising in the quarterly magazine**

Print Advertising Rates 2019					
4-color Display Ads	Ad Size	1 X Rate	2 X rate	4 X Rate	
Full Page	7.5" x 9.75"	\$150	\$138	\$120	
1/2 page vertical	3.60" x 9.75"	90	78	72	
1/2 page horizontal	7.50 x 4.75"	90	78	72	
1/4 page	3.60 x 4.75 "	48	42	36	

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Specifications for Print-Ready Advertisements

- Please submit your finished ad as a jpeg file.
- Use CMYK color formatting and 300 dpi. (Note that png formats do not support CMYK)
- Ads must be sized according to the specifications on this page.
- Incorrectly sized ads will be returned for correction. Please make your original document size the exact size of the finished ad.

PAYMENT AND DISCOUNTS

Diane Lawrence is responsible for sending invoices to clients and in any correspondence with the Editor, Liz Constable (elconstable@gmail.com), clients should also cc Gloria Lanza-Bajo, glbsilk@earthlink.net Diane Lawrence at dlstudios1@hotmail.com

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*. Paid members of *SPIN* in good standing benefit from a 10% discount for.

Make checks payable to *Silk Painters International* and send to the following address:

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 that, 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.

Questions regarding content, advertising specifications or closing dates contact the Editor, elconstable@gmail.com.

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 the *Guidelines for Advertisers* (see above)

Name of Contact Person: _____

Billing Address: _____

City, State, Zip: _____

Business Phone: _____

Email: _____

Silkworm magazine is published on a quarterly basis. Contact elconstable@gmail.com for closing dates.

Specify Advertisement Size and Dimensions
(See Guidelines above)

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

- Advertisement to be submitted to the Editor by Closing Date in the form of a jpeg file
- 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:

To be published by *SILKWORM* MAGAZINE for
Silk Painters International, (SPIN)

● BY: _____, Authorized Advertiser

Signature

● Print Name of Advertiser:

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

Silk Painters International

SPIN, P.O. Box 1074, Eastpoint, FL 32328