

THE SAN FRANCISCO
FALL SHOW

ART | ANTIQUES | DESIGN

March 16, 2020

Dear Friends,

** Early Bird discount of \$200 available for full page and spread ads to all who submit contract and payment by May 1.**

In its 39th year, **The San Francisco Fall Show** is regarded as the West Coast's oldest and most prestigious international art and antiques show and kicks off with a spectacular Opening Night Gala that has been called "the highlight of the San Francisco social season."

Thousands of people from San Francisco to Silicon Valley and beyond will attend The San Francisco Fall Show from **September 23 through 27, 2020**. Art enthusiasts and collectors will view and purchase art and antiques from among the finest dealers in the world.

Make your mark for this beloved cultural event by advertising in the 2020 Show Catalogue. The Catalogue is a beautifully-designed publication that is treasured by our guests, not only as a resource but as a collectors' item. Included in the admission price of the Show, it reaches a discriminating audience of more than 8,000 avid art and antiques collectors, and design professionals. As an advertiser in the catalogue, you will make strong impressions on this important audience. Additionally, you will receive two complimentary general admission tickets to the Show.

A new level being offered this year is a full-page ad with one Opening Night Gala ticket at a discounted rate. This would allow you to make strong impressions with our guests through your ad and enable you to celebrate at the Gala with the most prominent social, civic, and art enthusiasts--for an evening to remember.

Enterprise for Youth founded the Show in 1981 as its major fundraiser. 100% of the net proceeds from the Show directly benefit the nonprofit, which, for over half of a century, has empowered under-resourced San Francisco youth to reach their potential through transformative paid internship experiences supported by a community of employers, caring adults, and peers. Serving predominantly low-income students, Enterprise provides youth with the edge to succeed. Your ad supports this important work for the future of San Francisco youth.

For more information and details about exposure on-site at the Show, please contact Margan Mulvihill for information on sponsorship opportunities.

Thank you in advance for your consideration. I look forward to your favorable reply so that we may include you in the 2020 catalogue. I hope to see you on September 23 for the Opening Night Gala, to be followed by another wonderful show!

Sincerely,



Margan Mulvihill, Associate Show Director
415.392.7600 x316 | margan@enterpriseforyouth.org



Susan Engel, Show Director
415.392.7600 x306 | susan@enterpriseforyouth.org

To view the 2019 digital catalogue, visit sfallshow.org/catalogue-advertising

THE ANNUAL BENEFIT FOR ENTERPRISE FOR YOUTH

200 PINE STREET, FLOOR 6, SAN FRANCISCO CA 94104 | 415 989-9019 | SFFS@ENTERPRISEFORYOUTH.ORG | SFFALLSHOW.ORG

THE SAN FRANCISCO FALL SHOW

ART | ANTIQUES | DESIGN

SHOW CATALOGUE

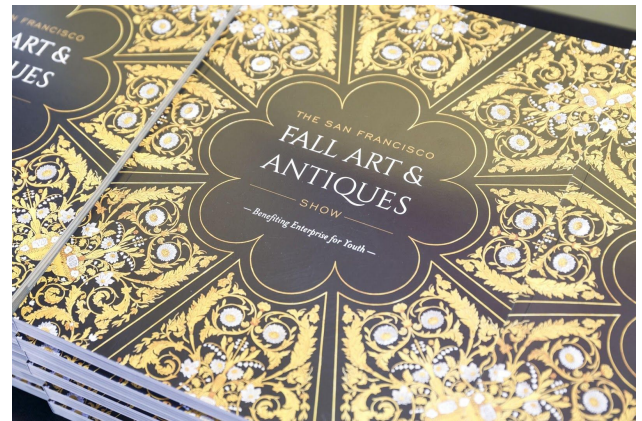
A beautifully designed 250-page book, printed on high-quality paper. Distributed to all attendees, it is a coveted item that many people keep and collect each year.

DEMOGRAPHICS*

- Age
 - 18-39: 10%
 - 40-65: 56%
 - 65+: 34%
- Education
 - College: 44%
 - Graduate: 45%
 - PhD: 7%
- Property owners: 82%
 - Own multiple properties: 45%
- Household Income
 - over \$500k: 19%
 - \$300 - \$499k: 22%
 - \$100 - \$300k: 40%
- 61% Female; 38% Male
- San Francisco residents: 47%
- Art & antiques collectors: 83%
 - Collecting for over 10 years: 85%
 - Typically purchase at over \$5k: 48%
- Members of cultural institution (museums, opera, ballet, etc.): 81%

ATTENDANCE

- Over 8,000 people attend over 4 Show days and during the Gala



**Results based on a 2019 survey of attendees*

THE SAN FRANCISCO FALL SHOW

— THE ANNUAL BENEFIT FOR ENTERPRISE FOR YOUTH —

CATALOGUE CONTRACT - ADVERTISER

CONTRACT & PAYMENT DEADLINE: **JULY 1, 2020** | AD CREATIVE DEADLINE: **JULY 17, 2020**

PAGE DIMENSIONS

Full Page	8.5 x 11"
Double Page Spread	17 x 11"
Covers	8.5 x 11"
Half Page Horizontal	7.5 x 4.875"
Half Page Vertical	3.625 x 10"
Quarter Page Vertical	3.625 x 4.875"

PRODUCTION INFORMATION

Space rates reflect an all inclusive charge. **However, artwork that is not submitted in accordance with our specifications (see reverse) may incur additional charges.**

If you will submit your ad via a designer/ad agency, please provide them with a copy of our specifications on the opposite side of this contract.

ADVERTISING DESIGN SERVICE

For information on ad design services and fees, please contact:
KC Hatcher Graphic Design
kchatcher@gmail.com | 415-595-2359

MATERIALS

Ad materials will be furnished at the advertiser's expense and will not be returned to advertiser unless a pre-paid, self-addressed package is provided with the ad materials. Neither the Show/Enterprise for Youth nor the printer or design/production company can be responsible for loss or damage due to theft, fire or delivery.

Any changes made by the advertiser after the artwork has been submitted to the Show will be charged to the advertiser.

All stipulations must be embodied herein: no verbal agreements will be recognized. The Show reserves the right to reject any artwork deemed unsuitable for publication. The Show has sole discretion as to placement of all ads in the catalogue.

TERMS OF AGREEMENT

Signed contract and payment are due in full by **July 1, 2020** in order to reserve space in the catalogue. No advertising will be printed unless these terms are met; no exceptions. Artwork (PDF and hard copy proof) is due by **July 17, 2020**. No refunds for ads cancelled after **July 1, 2020**.

By signing this contract you are waiving a contract quality color proof and agree to not hold the Show responsible for inaccuracies in reproduction. If you wish to supply a contract proof, please mark the box under Ad Materials, sign the contract, and mail the proof to: 5111 Telegraph Ave. #308, Oakland, CA 94609

SEND CONTRACT/PAYMENT TO:

THE SAN FRANCISCO FALL SHOW
Attn: Margan Mulvihill
200 Pine Street, Floor 6, San Francisco, CA 94104
Tel: 415-989-9019 E-mail: mmulvihill@enterpriseforyouth.org

NOTE: Send ad materials directly to our graphic designer (see back).

ADVERTISING SPACE/SIZE RATES (check appropriate box)

Premium Double Page Spread	\$ 5,495	<input type="checkbox"/>
Double Page Spread	\$ 4,195	<input type="checkbox"/>
Premium Position <small>(front of book, opposite editorial)</small>	\$ 3,295	<input type="checkbox"/>
Full Page ad and Gala ticket*	\$ 2,795	<input type="checkbox"/>
Full Page	\$ 2,495	<input type="checkbox"/>
Half Page	\$ 1,695	<input type="checkbox"/>
Quarter Page	\$ 1,150	<input type="checkbox"/>

Based on availability: (creative must be approved by Show in advance)

First double page spread	\$10,990	<input type="checkbox"/>
First right-hand page	\$ 5,495	<input type="checkbox"/>
Outside Back Cover	\$ 6,795	<input type="checkbox"/>
Inside Front Cover	\$ 5,495	<input type="checkbox"/>
Inside Back Cover	\$ 4,395	<input type="checkbox"/>

Early Bird Discount of \$200 for full page and spread ads when payment and contract submitted by **May 1, 2020**.

* Full page advertisers can save \$200 on a single Opening Night Gala Enthusiast ticket for 6pm entry

TOTAL _____

AD MATERIALS - Creative Due by July 17, 2020

(check appropriate box)

Creative Uploaded (see reverse for details)
Advertiser will ship a color proof (see reverse for details)

PAYMENT - Due July 1, 2020 (check appropriate box)

Check enclosed

(Please note: Full payment in US funds required by July 1, 2020.)

Pay by credit card

Call Margan Mulvihill at 415-392-7600 x316 or complete the fields below

Card # _____

Exp. _____ CSV _____ Billing ZIP _____

Name on Card _____

ADVERTISER INFORMATION (please complete all information)

Advertiser _____

Contact _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Email _____

Signature _____

Date _____

Please add me to The Fall Show mailing list to receive an invitation to the Preview Gala, Show events, and the e-newsletter.

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— THE ANNUAL BENEFIT FOR ENTERPRISE FOR YOUTH —

CATALOGUE ADVERTISING SPECIFICATIONS - ADVERTISER

CONTRACT & PAYMENT DEADLINE: **JULY 1, 2020** | AD CREATIVE DEADLINE: **JULY 17, 2020**

AD DIMENSIONS

Full Page	8.5 x 11 inches (trim size)
Double Page Spread	17 x 11 inches (trim size)
Half Page Horizontal	7.5 x 4.875 inches (max size to keyline)
Half Page Vertical	3.625 x 10 inches (max size to keyline)
Quarter Page Vertical	3.625 x 4.875 inches (max size to keyline)
Bleeds	Bleed ads should extend beyond trim by 1/8" on all sides.
Safety	Keep all live matter (logos, text, etc.) 1/2" from edges of page.
Keylines	All half-page and quarter page ads should be set up exactly to the sizes specified above, and must have a minimum of a 1/2 point keyline around the ad.

AD SUBMISSION SPECIFICATIONS

Upload Ad Creative	1) Upload link: https://spaces.hightail.com/uplink/sffs-2020 2) Subject line must include the name of the advertiser as well as the advertiser type: ADVERTISER 3) Filename should include the name of the advertiser.
File Format	PDF files using press quality setting are required. 300 dpi CMYK images with color management turned off. Spot colors must be converted to CMYK format. Embed all fonts. For those using Acrobat 6.0 Professional or higher versions, default PDF/X-1a settings will produce an acceptable PDF file. Other file formats can be accepted but may require additional time in pre-press and incur extra costs. PDF/X-3 files can contain profiles and are not acceptable for ad submission.

Proofs	Please provide a contract quality HARD COPY proof matching SWOP standards that has been <i>approved by the advertiser</i> . Digital proofing encompasses a wide variety of processes and products with varying characteristics and abilities. Although many of these products are acceptable for contract proofing it is best to use caution when using digital proofing. Adhering to industry SWOP standards for proofing quality control is the best practice. Check http://www.swop.org/certification/ for a list of certified systems.
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Send Proof	KC Hatcher Graphic Design, 5111 Telegraph Avenue #308, Oakland, CA 94609
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ADVERTISING DESIGN SERVICES

Provide a professional quality, high resolution digital photo(s) via email. Include all copy for your ad in a Word file, all logos to be used in ad in high-quality digital format (PDF, .ai, .eps, .tif) as well as any notes or sketches of how you'd like the ad to look. We will do our best to follow your instructions closely when designing your ad. We will provide a digital proof in PDF format via e-mail; you will need to provide your approval of the ad via email.
Contact KC Hatcher, for more information about this service at kchatcher@gmail.com or 415-595-2359.

ADDITIONAL INFORMATION

Caution !	Production charges will be incurred if alterations are necessary due to errors in ad size, type, color space, file format, or inaccurate/low-quality proof if you are providing a proof. Charges will be billed at an hourly rate.
Questions?	Please contact KC Hatcher at kchatcher@gmail.com or 415-595-2359.