

CATALOGUE CONTRACT - ADVERTISER

CONTRACT & PAYMENT DEADLINE:

JULY 1, 2022

AD CREATIVE DEADLINE:

JULY 11, 2022

THE SAN FRANCISCO

FALL SHOW

ART | ANTIQUES | DESIGN

PAGE DIMENSIONS

Table with 2 columns: Page Type and Dimensions. Includes 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 following page) 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 following page.

ADVERTISING DESIGN SERVICE

For information on ad design services and fees, please contact:

Qui Tong

qtong.studio@gmail.com | 408-355-9160

PLEASE NOTE

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, 2022 in order to reserve space in the catalogue. No advertising will be printed unless these terms are met; no exceptions. Artwork is due by July 11, 2022. No refunds for ads cancelled after July 1, 2022.

SEND CONTRACT/PAYMENT TO:

THE SAN FRANCISCO FALL SHOW

Attn: Charlotte Brook

58 Maiden Lane, 4th floor, San Francisco, CA 94108

Tel: 415-425-3699 E-mail: charlotte@sfallshow.org

ADVERTISING SPACE/SIZE RATES (check appropriate box)

Table with 2 columns: Advertising Space/Size and Rate. Includes Premium Double Page Spread (\$5,500), Double Page Spread (\$4,200), Premium Full Page (\$3,300), Full Page ad and 1 Gala ticket (6pm entry)* (\$2,800), Full Page ad and 2 Gala tickets (6pm entry)* (\$3,100), Full Page (\$2,500), Half Page (\$1,700), Quarter Page (\$1,150).

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

Table with 2 columns: Advertising Space/Size and Rate. Includes First double page spread (\$11,000), First right-hand page (\$5,500), Outside Back Cover (\$6,800), Inside Front Cover (\$5,500), Inside Back Cover (\$4,400).

* Full Page Advertisers can purchase up to 2 Opening Night Gala 'Enthusiast' tickets (6pm entry) for the reduced rate of \$300 (regular price \$500) when full payment is received by May 15, 2022

TOTAL _____

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

Check enclosed

(Please note: Full payment in US funds required by July 1, 2022). _____

Pay by credit card

Call Charlotte Brook at 415-425-3699 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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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 ads with a white background.

AD SUBMISSION SPECIFICATIONS

- Submit Ad Creative**
- 1) Email ad to: **sfallshowad@gmail.com**
 - 2) Subject line must include the **name of the 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 or outline 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 and PDF/X-4 files are not acceptable for ad submission.

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ADDITIONAL INFORMATION

Caution ! Production charges will be incurred if alterations are necessary due to errors in ad size, type, color space, file format, or other. Charges will be billed at an hourly rate.

Questions? Please contact Charlotte Brook at charlotte@sfallshow.org or 415-425-3699.