

CATALOGUE CONTRACT - ADVERTISER

CONTRACT & PAYMENT DEADLINE:

JUNE 30, 2023

AD CREATIVE DEADLINE:

JULY 7, 2023

THE SAN FRANCISCO

FALL SHOW

ART | ANTIQUES | DESIGN

PAGE DIMENSIONS

Full Page 8.5 x 11"
Double Page Spread 17 x 11"
Covers 8.5 x 11"

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 June 30, 2023 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 7, 2023. No refunds for ads canceled after June 30, 2023.

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)

Premium Double Page Spread \$5,500
Double Page Spread \$4,200
Premium Full Page (front of book, opposite editorial) \$3,300
Full Page \$2,500
Full Page ad and 1 Gala ticket (6pm entry)* \$2,800
Full Page ad and 2 Gala tickets (6pm entry)* \$3,100

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

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

* Advertisers can purchase up to 2 Opening Night Gala 'Enthusiast' tickets (6pm entry) for the reduced rate of \$300 each (regular price \$500) when full payment is received by May 12, 2023

TOTAL

PAYMENT - Due June 30, 2023 (check appropriate box)

Check enclosed/mailed

(Please note: Full payment in US funds required by June 30, 2023).

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

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AD DIMENSIONS

Full Page	8.5 x 11 inches (trim size)
Double Page Spread	17 x 11 inches (trim size)
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.