

CATALOGUE CONTRACT - ADVERTISER GENERAL



CONTRACT & PAYMENT DEADLINE:

JUNE 28, 2024

AD CREATIVE DEADLINE:

JUNE 28, 2024

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.

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 28, 2024 in order to reserve space in the catalogue. No advertising will be printed unless these terms are met; no exceptions. Artwork is due by June 28, 2024. No refunds for ads canceled after June 28, 2024.

SEND CONTRACT/PAYMENT TO:

THE SAN FRANCISCO FALL SHOW

Attn: Ysabelli Cusi

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

Tel: 415-823-8026 E-mail: ysabelli@sfallshow.org

ADVERTISING SPACE/SIZE RATES (check as appropriate)

Premium Double Page Spread \$ 6,050
Double Page Spread \$ 4,620
Premium Full Page (front of book, opposite editorial). \$ 3,630
Full Page \$ 2,750

1 Discounted Gala ticket (6pm entry)* \$ 300
2 Discounted Gala tickets (6pm entry)* \$ 600

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

First double page spread. \$ 12,100
First right-hand page \$ 6,050
Outside Back Cover \$ 7,480
Inside Front Cover \$ 6,050
Inside Back Cover \$ 4,840

* 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 15, 2024

TOTAL _____

PAYMENT - Due June 28, 2024 (check as appropriate)

Check enclosed/mailed

(Please note: Full payment in US funds required by June 28, 2024).

Pay by credit card

Call Ysabelli Cusi at 415-823-8026 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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JUNE 28, 2024

AD CREATIVE DEADLINE:

JUNE 28, 2024

THE SAN FRANCISCO
FALL SHOW
ART | ANTIQUES | DESIGN

PAGE DIMENSIONS

Full Page	8.5 x 11"
Double Page Spread	17 x 11" (must set up file as two 8.5 x 11 with bleeds – see Ad Dimensions for more details)
Covers	8.5 x 11"

AD DIMENSIONS

Please make sure to submit your ads with no trim, registration, grayscale or color keys (no marks at all).

Full Page	8.5 x 11 inches (trim size) / 8.75 X 11.25 (bleed size)
Double Page Spread	17 x 11 inches – must set up as two 8.5 x 11 (trim size) / 8.75 X 11.25 (bleed size)
Covers	8.5 x 11 (trim size) / 8.75 x 11.25 (bleed 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

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.

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 Ysabelli Cusi at ysabelli@sfallshow.org or 415-823-8026.