



## ADVERTISING RATE CARD FOR ADSC PUBLICATIONS

### The Sophisticate

Our annual magazine, printed on coated stock.

Each issue approx. 48 pages, 8.5" X 11", saddle-stitched.

2002 Ad Deadline: August 20, 2002

Press run 1,000 copies

Circulation:

60% to members and paid subscribers

40% retailed or distributed for promotional purposes

Back Cover (7.5" X 8.5") \$ 400.00

Inside Back Cover (7.5" X 10") 350.00

Full Page (7.5" X 10") 300.00

Half-Page Horizontal (7.5" X 5") 200.00

Half-Page Vertical (3.5" X 10") 200.00

Quarter-Page (3.5" X 5") 150.00

Business Card (3.5" X 2.25") 75.00

**NEW!** Directory listing only\* 25.00

\*All advertisers will be listed in the Sophisticate's Annual Directory, and on our website directory, <http://www.art-deco.org>

### Streamlined Times

Our quarterly newsletter, printed on uncoated stock.

Each issue 4-8 pages, 8.5" X 11".

Ad Deadlines: Call to confirm 415-982-3326.

Press run 750 copies

Circulation:

80% to members and paid subscribers

20% retailed or distributed for promotional purposes

Inside Back Cover (7.75" X 10") 175.00

Full Page (7.75" X 10") 150.00

Half-Page Horizontal (7.25" X 5") 75.00

Half-Page Vertical (3.5" X 9 5/8") 75.00

Quarter-Page (3.5" X 4.75") 35.00

Business Card (3.5" X 2.25") 25.00

### Discounts

Newsletter and magazine/same ad—10 percent discount per insertion

Newsletter/multiple insertions/same ad—10 percent discount per insertion.

Newsletter and magazine/multiple insertions/same ad—20 percent discount per insertion

### Terms and Conditions

Advertisements must be submitted either as computer-readable files on CD (photos 300dpi; line art 1,200dpi) or as camera-ready 100% size, black-and-white stats.

Advertisers are responsible for securing all rights to the use of images, graphics, etc., in their advertisements, and hold ADSC blameless in the event of any challenge to the use of such materials.

Cancellation of ad orders must be made no less than five days prior to the ad deadline for that issue. To confirm deadlines, email [danine@earthlink.net](mailto:danine@earthlink.net) or telephone ADSC at 415-982-3326.

Checks should be made payable to the Art Deco Society of California (ADSC).

Not-for-profit organizations that provide their I.D. number to the ADSC are eligible for a 20% discount.

The ADSC reserves the right to refuse ads that conflict with or detract from its publications' aesthetics, and/or ads that are inconsistent with the aims and goals of the ADSC

## ADVERTISING WITH ADSC

Thank you for advertising with the Art Deco Society of California. To expedite your order and ensure your correct listing in our Directory, please supply the following information:

FIRM NAME \_\_\_\_\_

FIRM ADDRESS \_\_\_\_\_

FIRM PHONE \_\_\_\_\_

FIRM FAX \_\_\_\_\_

FIRM EMAIL \_\_\_\_\_

FIRM WEBSITE \_\_\_\_\_

CAPSULE DESCRIPTION (about 50 words): \_\_\_\_\_

For our records--please check or circle desired format(s):

**ADSC Publication Desired:**

***The Sophisticate*** (annual magazine)

***The Streamlined Times*** (quarterly newsletter): Spring Summer Fall Winter

Size of Ad	Sophisticate	Streamlined Times
Back cover	\$400	\$200
Inside back cover	\$350	\$175
Full page	\$300	\$150
Half page	\$200	\$75
Quarter page	\$150	\$35
Business card	\$75	\$15
Directory listing only	\$25	N/A
Rate X No. Times__		
Rate less discounts		

How transmitted:

CD or other electronic medium    Filename: \_\_\_\_\_

Photostat Camera-Ready Art

Make checks payable to Art Deco Society of California (ADSC).

Mail to:        Art Deco Society of California, 100 Bush Street #511, San Francisco, CA 94104  
                  Attn: Advertising Manager

Questions:    [danine@earthlink.net](mailto:danine@earthlink.net) [Danine Cozzens, ADSC Communications Director]