



ANTIQUES

And The Arts Weekly

PREMIUM PAGE PRICING

PREMIUM PAGES (9.75" x 13.75")
\$1,395

- **Inside** Front & Back Cover
- **Page 3**
- **Facing Q&A**
- **First Page of Auction Section**
- **First 2 Page Spread of Auction Section**
- **Back Cover**\$1,550

- Qualifies you for Bundle Pricing on ALL web ads at www.antiquesandthearts.com
- Add a digital ad for an additional \$125/week
- All bundled web ads will run for 7 days (Monday through Sunday)
- Advertised Events will get a FREE Event listing on our website
- **PREMIUM POSITION AD DEADLINE: THURSDAY 10 A.M., ONE WEEK EARLIER THAN REGULAR AD**

MECHANICAL REQUIREMENTS

OFFSET/Coldset

All camera-ready ads should be submitted in a PDF format with the following requirements:

1. It is recommended to use the Adobe PDF preset: PDF/X-1a:2001 when creating your PDF file.
2. All fonts must be embedded.
3. Photos and artwork should be at least 300 dpi. We cannot be responsible for the quality of any photos or artwork with less than 150 dpi.
4. All color must be set up in CMYK.
5. **All black text must be black ink only**, not Rich Black or Registration. The black color swatch should read as 0% Cyan, 0% Magenta, 0% Yellow, 100% Black.
6. All color photos should be converted to CMYK with a total ink limit of 280%.
7. All black and white photos should be converted to grayscale with a 30% dot gain.
8. Documents should be set up to the correct final size.
9. We do not have bleed on advertising.
10. Transparencies should be flattened.

GENERAL TERMS

All Advertising Accepted Subject to Revision & Approval

*All rates net payment with ad unless credit established.
MasterCard, Visa, and Discover available.*

All "Going Out Of Business" advertisements pre-paid.

New Accounts: Credit references are required of all new accounts. 30 day terms will only be extended after credit has been checked and approved.

Credit Policy: Due upon receipt. A charge of 1½ % may be added to invoices not paid within 30 days. All payment must be made in U.S. dollars.

Cancellations: Notification of cancellation must be received prior to deadline in writing.

Publisher's Copy Protective Clause: Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. The publisher is not responsible for errors in pub set ads and/or corrections.

We will not be responsible for reproduction quality if advertising materials fail to conform to publisher's specifications and/or deadlines. If materials are incorrectly sized, publisher reserves the right to alter them to fit publication's format. Artwork produced by The Bee Publishing Company is non-commissionable. Except for those parts supplied by the advertiser, no ad or any part of an ad as it appears in these publications may be reproduced in any other advertising medium without the express permission of the publisher. A minimum of \$50.00 may be charged for the release of artwork, camera work or typesetting produced by The Bee Publishing Company. Publisher cannot be responsible for the accuracy of any advertising copy transmitted verbally.

Please note: For color print ads, the color in the final printed version may vary slightly because of different printing conditions. We cannot guarantee an exact color match. Ad photos viewed on a computer monitor will not look the same as they will appear when printed.

Advertiser's Liability: Publisher holds both advertiser and advertising agency jointly liable for payment.

Advertisers will be presumed to have read this rate card and agree to its conditions without further notice.

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