

## FREQUENCY ADVERTISING RATES

The *Decorative Painter* is published four times a year. Rates are based on the number of issues contracted within a twelve-month period. All rates are gross and indicate per-issue price.

	1x	3x	4x
<b>Four-Color (Full-Color)</b>			
Full Page	\$1910	\$1673	\$1300
1/2 Page	1314	1226	1000
1/3 Page	1049	981	800
1/4 Page	977	915	700
1/6 Page	400	300	200

## BIGGEST BANG FOR YOUR BUCK!

**We're giving away color!** Although *The Decorative Painter* no longer offers black-and-white advertising, we are offering two-color advertising for the same price as former black-and-white ad rates. **So, go ahead—add some color!**

	1x	3x	4x
<b>Two-Color</b>			
Full Page	\$860	\$749	\$660
1/2 Page	509	431	380
1/3 Page	463	398	340
1/4 Page	368	319	220
1/6 Page	214	199	170
1/12 Page	183	159	130

## COVERS/SPECIAL POSITIONS

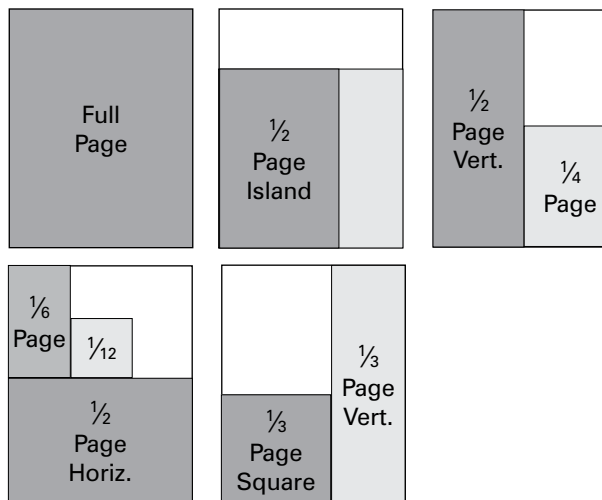
	1x	3x	4x
Inside Front Cover	\$2508	\$2258	\$1800
Outside Back Cover	2789	2509	2000
Inside Back Cover	2228	2007	1600

- *The Decorative Painter* offers a 15% discount to recognized agencies.
- An additional 15% charge will be added for guaranteed special position ads such as back-to-back and facing pages.
- *The Decorative Painter* does not accept responsibility for advertising submitted that is not camera-ready.

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## UNIT SIZES & SPECIFICATIONS

UNIT	WIDTH	HEIGHT
Full Page	7 <sup>7</sup> / <sub>8</sub>	9 <sup>7</sup> / <sub>8</sub>
1/2 Page Island	4 <sup>5</sup> / <sub>8</sub>	7 <sup>5</sup> / <sub>8</sub>
1/2 Page Vertical	3 <sup>5</sup> / <sub>8</sub>	9 <sup>7</sup> / <sub>8</sub>
1/2 Page Horizontal	7 <sup>3</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>
1/3 Page Vertical	2 <sup>3</sup> / <sub>8</sub>	9 <sup>7</sup> / <sub>8</sub>
1/3 Page Square	4 <sup>7</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>
1/4 Page Vert./Horiz.	7 <sup>3</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>8</sub>
1/4 Page	3 <sup>9</sup> / <sub>16</sub>	4 <sup>7</sup> / <sub>8</sub>
1/6 Page Vert./Horiz.	4 <sup>7</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>8</sub>
1/12 Page	2 <sup>3</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>8</sub>
Bleed	8 <sup>7</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>8</sub>
Live Area	7 <sup>5</sup> / <sub>8</sub>	9 <sup>7</sup> / <sub>8</sub>
Trim Size	8 <sup>3</sup> / <sub>8</sub>	10 <sup>7</sup> / <sub>8</sub>



## ADVERTISING DEADLINES

ISSUE	MAILS LAST WEEK OF	ADS DUE
1	Feb.	Dec. 1
2	June	Apr. 1
3 <i>Holiday Issue</i>	Aug.	June 1
4	Nov.	Sept. 1

**Send me your images and information and I can create an ad for you for an additional \$30.**  
 (Please limit changes to two rounds.)

## ELECTRONIC FILE SPECIFICATIONS

■ We can accept files on CD, DVD or email (email is limited to 5 megabytes). Preferred file type is PDF, TIF or high resolution JPG files. EPS files are also acceptable.

Original ("live") files created in InDesign, Adobe Illustrator, or Adobe Photoshop are acceptable, but not preferred.

■ All spot colors in a file must be converted to CMYK. Duotones or tritones created with Pantone colors must be converted to CMYK.

■ Images must be to size at 300 dpi. Lineart must be to size at 1200 dpi. Remember to send all linked image files and fonts used with "live" files.

■ Please include an accompanying match print with all disks submitted.

■ Ads not sent the specified size will incur an additional \$30 charge to correct the size or will be returned to be corrected.

## SPECIAL ADVERTISING OPPORTUNITIES

Business members in good standing are entitled to additional opportunities to advertise products and services to the SDP's 18,000-plus members. Each year, the SDP hosts its Annual Conference and Expo, an international painting event featuring hundreds of classes, seminars, 120-plus booth expo and more.

### Conference Special Catalog

The official four color publication of the SDP Annual Conference and Expo is sent to every member and extras are printed for distribution. It features every class and event during Conference. Members use **The Conference Special** catalog for years to locate active teachers. ■ Materials due August 1.

### Conference Program Booklet

Special ad rates apply to this little handbook used by **all** registered conference attendees. A limited number of **Program Booklets** also will be available for sale to daily registrants and the local public. This is the perfect place to advertise your booth location and show specials. ■ Materials due February 1.

### SDP Business & Teacher Directory

The largest and most comprehensive listing in the decorative painting industry, SDP's Business & Teacher Directory is used by SDP Business and Individual members alike. This publication has a long shelf life. Not only is the information relevant for a year, most members archive their copies. It's a popular resource for chapters, too. ■ Materials due April 1.

