

ANTIQUES show & sale

MINNEAPOLIS INSTITUTE OF ARTS

www.artsmia.org/antiques-show

Ad Submissions Specifications

ACCEPTED FORMATS

PDF—Preferred File Submission Format

When submitting a PDF please use the following specifications.

PRESS QUALITY

Compatibility: Acrobat 4.0 (PDF 1.3)

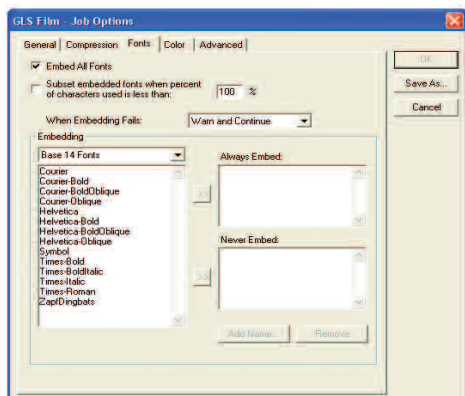
Resolution: 2400 dpi

Image Compression: Turn all compression off

Fonts: Embed All Fonts

DO NOT subset embedded fonts

If creating the PDF using Microsoft products with PDF Writer make certain in the fonts embedding properties dialog box the Embed all fonts box is checked and the never embed fonts area is clear (*see below*).



Acceptable Native Desktop Programs —

QuarkXPress, InDesign, Adobe Illustrator*,
Adobe Photoshop*

*All type must be converted to outlines or rasterized.

IMAGES | SCANS

4 color process: Should be CMYK 300 dpi saved as TIFF or EPS. NO JPEG images (i.e., images used in a website are 72 dpi and are NOT acceptable).

Black & White: Black & White scans should be saved as grayscale or bitmap.

LOGOS | ARTWORK

Logos and artwork should be in vector EPS file format. High resolution TIFFs (300 dpi) are also acceptable. All type must be converted to outlines or rasterized.

ACCEPTED FONTS

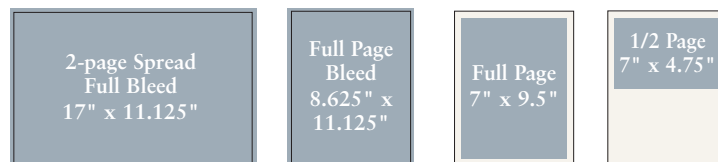
(All printer and screen fonts must be included with all native-file submissions.) PostScript Type I, PostScript Type 3 and TrueType Fonts are accepted. **NO menu-styled fonts for bold, italic or bold italic.** All fonts used in vector art files must be converted to outlines.

DISPLAY AD DIMENSIONS

| | WIDTH | X | HEIGHT |
|----------------------------|--------|---|---------|
| 2-page Spread (Full Bleed) | 17.00" | x | 11.125" |
| (Trim Size) | 16.75" | x | 10.875" |
| (Live Area*) | 14.00" | x | 9.5" |
| Full Page Ad (Full Bleed) | 8.625" | x | 11.125" |
| (Trim Size) | 8.375" | x | 10.875" |
| (Live Area*) | 7" | x | 9.5" |

.125" bleed required on all sides

**Copy that falls within Live Area will not trim.*



| | | | |
|--------------|----|---|-------|
| Full Page Ad | 7" | x | 9.5" |
| 1/2 Page Ad | 7" | x | 4.75" |

AD SUBMISSIONS

Ad Submissions will be accepted **JULY 1, 2008** through **AUGUST 29, 2008**.

Ad File Submissions should be submitted with **YOUR BUSINESS NAME**. Examples: GLSCOMPANIES.PDF, STEWSTENDER_AD.PDF, FARBER_AD.PDF

Ad File Submissions should be uploaded to:

<ftp://ftp2.glsmn.com>

user name: *decarts*

password: *decads08*

Please Stuff or Zip all files before uploading. Please send an email to decarts@glsmn.com once your files have been uploaded, with the name of the file, placement information, a 72 dpi PDF for visual reference, along with a contact name, phone and address.

Ad Submissions provided via CD can be mailed to:

Decorative Arts

do GLS PreFlight

6845 Winnetka Circle

Minneapolis, MN 55428

Please print a directory of disk contents and include a laser printout of your advertisement along with a contact name, phone, and address with all materials.

ANTIQUES show & sale

 MINNEAPOLIS INSTITUTE OF ARTS

www.artsmia.org/antiques-show

Advertising Contract—25th Annual Antiques Show and Sale Catalogue

The Minneapolis Institute of Arts 25th Annual Antiques Show and Sale Committee will be pleased to reserve space in our Show Catalogue for the Antiques Show and Sale to be distributed at the event on October 24–26, 2008, upon receipt of:

- The completed contract
- Full payment
- Printer ready ad, as specified on back

ADVERTISING RATES SCHEDULE—NON-EXHIBITOR

| | | |
|-------------------------------------------------------|------------------|---------------------------|
| _____ 2-page Spread Bleed Ad | \$1500.00 | Ad Size: 17" x 11.125" |
| _____ Full-page Color Bleed Ad | \$750.00 | Ad Size: 8.625" x 11.125" |
| _____ Full-page Color Ad | \$750.00 | Ad Size: 7" x 9.5" |
| _____ Half-page Color Ad | \$400.00 | Ad Size: 7" x 4.75" |
| _____ Full-page Black & White Ad | \$450.00 | Ad Size: 7" x 9.5" |
| _____ Half-page Black & White Ad | \$250.00 | Ad Size: 7" x 4.75" |
| _____ Inside covers or outside back cover, color only | Price on request | |

COMPLETED CATALOGUE AD

- I have enclosed my printer ready ad on a disk and or completed line art (line art for black & white only)
- Please use the identical ad from 2007 catalogue
- I have emailed my file to decarts@glsmn.com Subject: YOUR BUSINESS NAME, Antiques Show Catalogue
- I would like to have my ad designed by your creative staff (additional charge)

PLEASE SEND CONTRACT AND FULL PAYMENT TO:

(credit cards accepted or checks payable to MIA Antiques Show & Sale)

Sue Ruble
17226 Cedarcrest Drive
Eden Prairie, MN 55347

Telephone: 763.764.4102
E-mail: svruble@comcast.net

Name _____ Credit Card Number _____ Exp. Date _____

Company Name/Contact _____ Address _____

Signature _____ City, State, Zip _____

Telephone _____ E-mail Address _____

X072004

SEE REVERSE SIDE FOR AD SUBMISSION SPECIFICATIONS