

# The Arts Paper rate card

## Advertising sizes and rates

Full Page	10"w x 15"h	\$1200
Half Page	10"w x 7.4"h	\$900
Banner	10"w x 3.625"h	\$750
Quarter Page	4.75"w x 7.4"h	\$600
Eighth Page	4.75"w x 3.625"h	\$400
Column Ad	2.3"w x 3.625"h	\$200

Color ads available for an additional \$100 per ad

## Issue Sponsorship \$1000

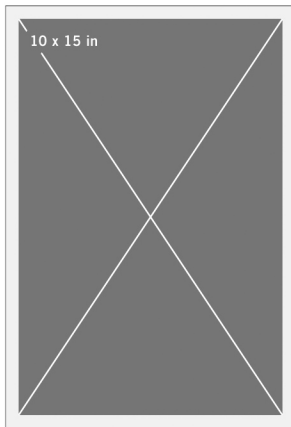
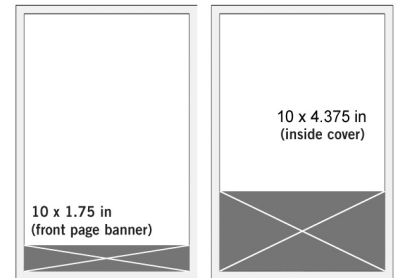
Sponsors get two ad placements, a front-page banner and an inside cover banner.

The sizes are:

Front-page banner:

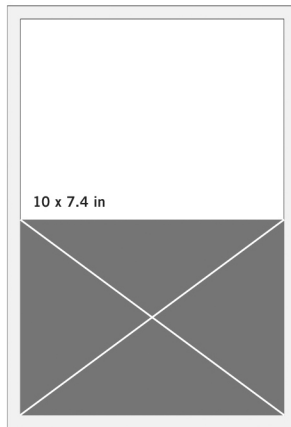
10"w x 1.75"h (no bleed)

Inside cover: 10"w x 4.375"h



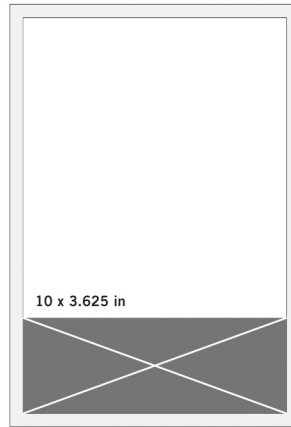
### Full Page

10 inches wide  
15 inches high



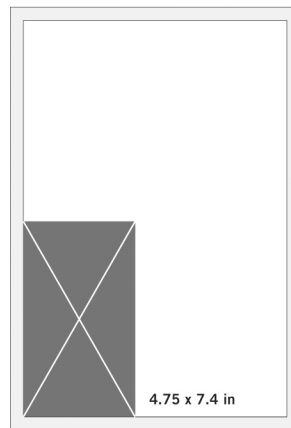
### Half Page

10 inches wide  
7.4 inches high



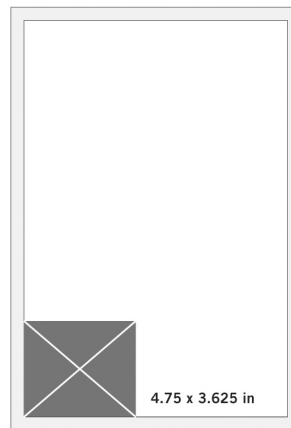
### Inside Banner

10 inches wide  
3.625 inches high



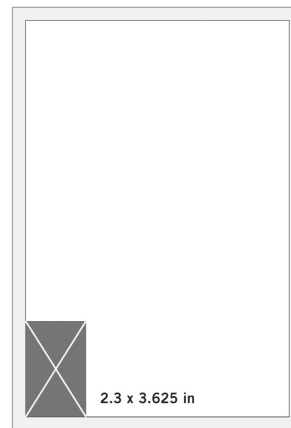
### Quarter Page

4.75 inches wide  
7.4 inches high



### Eighth Page

4.75 inches wide  
3.625 inches high



### Column Ad

2.3 inches wide  
3.625 inches high

## Deadlines

All ad files must be received approximately five weeks prior to the publication month. For example, the deadline for April ads is February 27. Go to [newhavenarts.org](http://newhavenarts.org) for a complete deadline schedule.

## Accepted ad formats

PDFs made in almost any program are preferred. Please embed fonts. Ads can also be accepted as Adobe Photoshop and Illustrator EPS or TIFF files.

All files must be 300 dpi. We cannot accept ads made in PageMaker, Publisher or Word documents with embedded images. If you cannot generate your own ad, the Arts Council can assist with your design needs. Please call for assistance.

## Emailing ads

Attach ad files to an email and send to [info@newhavenarts.org](mailto:info@newhavenarts.org)



THE ARTS COUNCIL OF  
GREATER NEW HAVEN

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