

# Rates and Schedule

## 2008

### Rates

Net rates effective within contract year of six issues.

<b>Four-Color</b>	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Full page	\$4,125	\$3,835	\$3,565
1/2 page	2,635	2,505	2,330
1/4 page	1,740	1,650	1,580

Bleed: Full pages only. No additional charge.

### Black & White

	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Full page	\$2,915	\$2,780	\$2,650
1/2 page	1,740	1,635	1,525
1/4 page	1,035	995	965
1/8 page	625	590	565

### Covers: Four-Color Only

	<b>1 X</b>	<b>3 X</b>	<b>6 X</b>
Covers 2 & 3	\$4,550	\$4,340	\$3,125
Back cover	5,125	4,885	4,635

### Classified Advertising

\$3.75 per word, minimum 20 words.

Name and address count as words.

(Example: A.B. Smith is three words.)

\$5 additional for issue carrying ad.

Deadlines below.

### Published Bimonthly by the

American Craft Council,

AMERICAN CRAFT is the preeminent magazine of contemporary craft.

### For More Information

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## 2008

### Publishing Schedule

#### Issue: February / March

Closing: December 7

On Sale: February 1

#### Issue: April / May

Closing: February 1

On Sale: April 1

#### Issue: June / July

Closing: April 4

On Sale: June 1

#### Issue: August / September

Closing: June 6

On Sale: August 1

#### Issue: October / November

Closing: August 1

On Sale: October 1

#### Issue December / January

Closing: October 3

On Sale: December 1

No cancellations accepted after closing date.

Payment terms: invoices for advertising placed with contract or on open account not paid by specified due date will be subject to a monthly finance charge of 2%. If invoices, including finance charges, are not paid, advertiser is liable for collection costs, such as collection agency fees, attorney fees and court costs.

*American Craft* reserves the right to reject any advertisement, including those not conforming to its standard of text and graphics.

The publisher assumes no liability for instructions not specified in writing or for errors in the Advertising Index.

Minimum print order 41,000.

## Type Reproduction Tips

Thin lines, fine serifs and small type should be restricted to one color. Reproduce all colored type with a minimum of colors. This diminishes undesirable effects of register and color variation inherent in web offset printing.

Reverse type and line art should be no less than .007" (1/2 point rule) at the thinnest part of a character or rule.

Reverse (knock-out) type whose image is produced by removing image from background should use the dominant background color (usually 70% or more) to form the shape of letters. When practical, spread the type in the other colors (making it slightly fatter).

Small type and fine serifs should not be used for reverse type.

The tone surrounding type must be dark enough to ensure legibility.

Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part.

When overprinting solid type, the background should be no heavier than 30% in any one color. If the background is made up of more than one color, the combined colors should be a maximum of 90%.

american  
**craft**

# Ad Sizes and Material Specifications

## File Formats

Press-Ready PDF preferred, QuarkX-Press, InDesign, EPS, and TIFF files accepted.

## Disks

Label disks with file name (gallery, ad title), application, enclosures (logos, scans, fonts), contact (name, address, phone, fax and e-mail).

## E-mail

Ads sent electronically must include a PDF attachment. Large files may be transferred via FTP.

## Fonts

Adobe fonts preferred. TrueType fonts not accepted. Both screen and printer fonts required. Actual bold and italic fonts required. Font styles should not be created in QuarkXPress.

## Furnished Images

300 dpi required for scans of four-color and halftones. CMYK with SWOP-standard web proofing device required. Further information: [www.swop.org](http://www.swop.org)

## Line Art

TIFF (bitmap) or EPS format at 1200 dpi required for logos, illustrations, etc.

## Proofs

Only a contract-level proof—Kodak Approval, FinalProof, Matchprint, PolaProof—provides an effective guide to color reproduction on press. Laser and inkjet printouts, while informational, are inadequate references for color.

***American Craft* assumes no responsibility for color reproduction in the absence of a contract-level proof.**

## Separations

Label photographs, transparencies, slides for separation with percentage of enlargement/reduction and orientation (top, front). Show placement of image (cropping, positioning) by low-resolution FPO scan or an outline sketch. Design/Production fees apply for ad preparation services—separations, typesetting, scanning, alterations, etc.

## Advertising Specifications

### Ad Sizes

#### Full page (portrait)

Trim Size: 8.25in x 10.5in

Type Area: 7.375in x 9.75in

Bleed: 8.5in x 10.75in

#### Full Page Non-bleed

7.375in x 9.75in

#### 1/2 Page Vertical

3.5625in x 9.75in

#### 1/2 Page Horizontal

7.375in x 4.75in

#### 1/4 Page Vertical

3.5625in x 4.75in

#### Black & White Only

##### 1/8 page horizontal

3.5625in x 2.25in

*American Craft* takes no responsibility for ads that fail to adhere to these standards.

