

# The Woman's Building Records, Advertising, 1985-1986

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# ADVERTISING SPACE RATES

Payment must accompany ad unless appropriate arrangements are made

[[4 columns]]
Size	1x	2x	4x	8x
Full Page	250	240	225	200
Half Page	150	145	135	120
Quarter Page	90	85	80	70
Eighth Page	55	50	45	40
Inside Back Cover	350	340	315	280
Back Cover (4 color)	550	525	495	—

[[image]] MONTANO & HSIEN'S ONE-YEAR PERFORMANCE PENELOPE SPHEERIS \* CHRIS BURDIN \* JIM CARROLL\* FLUXUX

### SPECIAL RATES AND SERVICES

# **Guaranteed Position**

Full page space can be guaranteed on space available basis. Cost: full page rate plus 10%

#### Bleed

Additional charge for bleed: 10%

# **Production Charges**

Production services can be provided.

Type and camera work will be billed at cost to advertiser.

# Performance Spaces

Performance spaces who list upcoming events are entitled to a 10% discount.

#### Artists

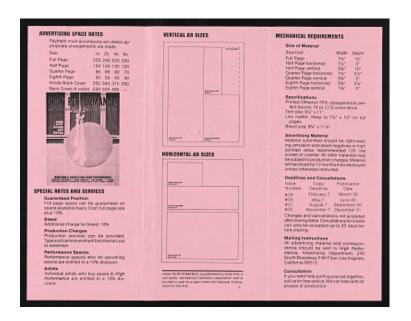
Individual artists who buy space in High Performance are entitled to a 15% discount.

VERTICAL AD SIZES [[image]]

HORIZONTAL AD SIZES [[image]]

HIGH PERFORMANCE is published by Astro Artz, a non-profit, taxexempt California corporation and is funded in part by a grant from the National Endowment for the Arts.

MECHANICAL REQUIREMENTS



Size of Material Size of Material
[[3 columns]]
Size-Unit	Width	Depth
Full Page	7½"	10"
Half Page horizontal	7½"	5"
Half Page vertical	3¾"	10"
Quarter Page horizontal	7½"	2½"
Quarter Page vertical	3¾"	5"
Eighth Page horizontal	3¾"	2½"
Eighth Page vertical	1"	5"

Specifications

Printed: Offset on 70 lb. opaque stock, perfect bound, 10 pt. C1S cover

Trim size: 81/2" x 11"

Live matter: Keep to 71/2" x 10" on full pages

Bleed size: 83/4" x 111/4"

**Advertising Material** 

Material submitted should be right-reading, emulsion side down negatives or high contrast velox; recommended 120 line screen or coarser. All other materials may be subject to production charges. Material will be stored for 12 months then destroyed unless otherwise instructed.

**Deadlines and Cancellations** 

Changes and cancellations not accepted

after closing dates. Cancellations for covers can only be accepted up to 30 days before closing.

Mailing Instructions

All advertising material and correspondence should be sent to High Performance, Advertising Department, 240 South Broadway, Fifth Floor; Los Angeles, California 90012.

Consultation

If you need help putting your ad together, call us for free advice. We can help with all phases of production.

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The mission of the Smithsonian is the increase and diffusion of knowledge - shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. Founded in 1846, the Smithsonian is the world's largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Become an active part of our mission through the Transcription Center. Together, we are discovering secrets hidden deep inside our collections that illuminate our history and our world.

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