



Smithsonian Institution

Archives of American Art

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

Extracted on Mar-28-2024 03:35:29

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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, tax-exempt California corporation and is funded in part by a grant from the National Endowment for the Arts.

MECHANICAL REQUIREMENTS

ADVERTISING SPACE RATES
 Payment must accompany ad unless appropriate arrangements are made.
 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 —

VERTICAL AD SIZES

HORIZONTAL AD SIZES

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.

MECHANICAL REQUIREMENTS
Size of Material:
 Size Unit Width Depth
 Full Page 7 1/2" 10"
 Half Page horizontal 7 1/2" 5"
 Half Page vertical 3 1/2" 10"
 Quarter Page horizontal 3 1/2" 5"
 Quarter Page vertical 3 1/2" 2 1/2"
 Eighth Page horizontal 3 1/2" 2 1/2"
 Eighth Page vertical 1 1/2" 5"
Specifications:
 Printed Characters 24 pt. space black, per-
 met brown, 10 pt. C13 cover black.
 Text size 10" x 11"
 Line matter: Keep to 7 1/2" x 10" on full
 pages.
 Head size: 8 1/2" x 11 1/2"
Advertising Material:
 Material submitted should be right-hand
 ing, emulsion side down, negatives or high
 contrast, relief. Recommended 120 line
 screen or coarser. All other materials may
 be subject to evaluation charges. Material
 will be held for 12 months then destroyed
 unless otherwise instructed.
Deadlines and Cancellations:
 Issue Copy Publication
 Review Deadline Date
 #20 February 7 March 20
 #30 May 7 June 20
 #31 August 7 September 30
 #10 November 7 December 31
 Changes and cancellations will accepted
 after closing dates. Cancellations for costs
 can only be accepted up to 30 days be-
 fore closing.
Making Instructions:
 All advertising material and correspon-
 dence should be sent to High Perfor-
 mance, Advertising Department, 240
 South Hollywood Blvd., Los Angeles,
 California 90028.
Consentation:
 If you need help putting your ad together,
 call us for free advice. We can help with all
 phases of production.

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 stock.

Trim size: 8½" x 11"

Live matter: Keep to 7½" x 10" on full pages

Bleed size: 8¾" x 11¼"

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

[[3 columns]]

Issue Number | Copy Deadline | Publication Date |

#29 | February 7 | March 30 |

#30 | May 7 | June 30 |

#31 | August 7 | September 30 |

#32 | November 7 | December 31 |

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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