

Fair Directory Advertisement Order Form

**Note that you may also purchase advertisements online at www.labookfair.com*

Please reserve the following space for _____ in the 45th California
(your name here)

International Antiquarian Book Fair Directory:

ADVERTISEMENTS (All ads are black and white except the outside back cover)

	<u>Rate</u>	<u>Non-Profit Rate</u>
<input type="checkbox"/> Quarter page: 3.75 inches wide x 2.125 inches high	\$ 200.00	\$100.00
<input type="checkbox"/> Half page: 3.75 inches wide x 4.75 inches high	\$ 300.00	\$150.00
<input type="checkbox"/> Full page: 3.75 inches wide X 9.25 inches high	\$ 600.00	\$300.00
<input type="checkbox"/> Inside Front (SOLD) / Back Cover: 3.875 inches wide X 9.125 inches high	\$1350.00	
<i>Live area – 3.75 inches wide x 9.25 inches high</i>		
<i>Trim Size - 4.375 inches wide x 9.75 inches high</i>		
<i>Bleed - 4.875 inches wide x 10.25 inches high</i>		
 <input type="checkbox"/> Outside Back Cover (4 color with bleed):	 \$1500.00 (SOLD)	
<i>Live area – 3.75 inches wide x 9.25 inches high</i>		
<i>Trim Size - 4.375 inches wide x 9.75 inches high</i>		
<i>Bleed - 4.875 inches wide x 10.25 inches high</i>		

Prices are for camera-ready artwork only. If you would like our graphic designer to create your ad, design fees can be quoted. If artwork requires special handling, electronic manipulation, film work or reductions, then additional charges may be incurred.

MECHANICAL REQUIREMENTS

- Please provide artwork on disk or CD or via email.
- Artwork and layouts are acceptable in Quark, Photoshop, and Illustrator.
- Include all fonts.
- All artwork must be CMYK or black and white.

PLEASE SEND ORIGINAL ARTWORK TO:

Ted Estelle
Prevalent Design
880 Harrison Street, Suite 301
San Francisco, CA 94107
ted@prevalentdesign.com **AND** info@winslowevents.com • Phone: (415) 896-5684 • Fax: (415) 896-5674

*Reservation and Artwork must be received by: **January 6, 2012***

PLEASE SEND FULL PAYMENT AND COPY OF YOUR ARTWORK TO:

Please make checks payable to: "ABAA California Chapter" and mail to WINSLOW & ASSOCIATES, 746 Hayes Street, San Francisco, CA 94102 • Phone: (800) 454-6401 or (415) 551-5190 • Fax: **(415) 551-5195** • info@winslowevents.com

Your Name: _____ Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____