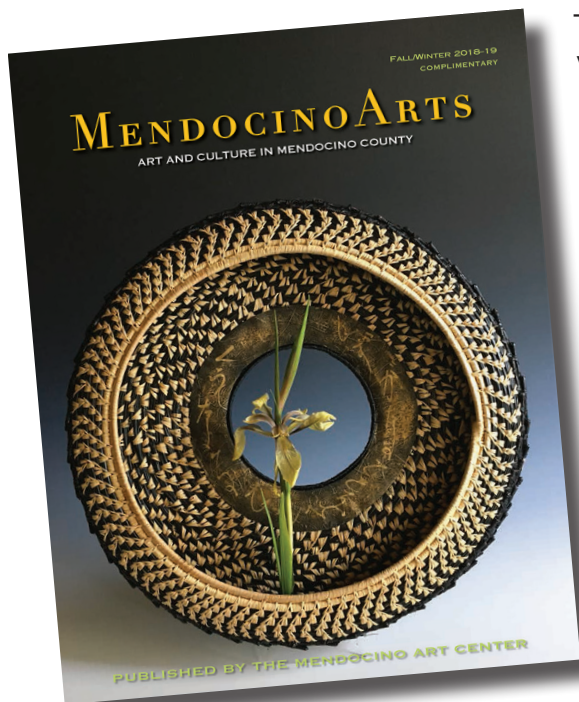


# MENDOCINO ARTS

ART AND CULTURE IN MENDOCINO COUNTY

PUBLISHED BY THE MENDOCINO ART CENTER

**Fine Art. Sculpture. Ceramics. Textiles. Jewelry. Wood.  
Dynamic exhibits. Concerts. Events. Film. Symphonies.  
Original art and our vibrant community of artists.**



The beauty of Mendocino County inspires our artists and entices visitors from California and all over the world. They rate our arts community as a primary reason to visit and come back again and again. Visitors make vital contributions to our economy, as they eat, shop, and stay at our unique collection of independent restaurants, galleries, shops and inns.

- In the center of it all is the Mendocino Art Center – and our official magazine: Mendocino Arts, the only magazine covering Mendocino County’s important art scene.
  - Mendocino Arts is read and retained by our readers for its compelling editorial, its beautiful covers and graphics and its targeted focus on Mendocino County’s exciting local culture.
  - Your advertising guarantees your visibility to these important and affluent readers – your best customers for future business.
- Advertisers in Mendocino Arts will reach the thousands of local residents, students, instructors, artists-in-residence, and event attendees generated by the activities of the Mendocino Art Center, plus the thousands of additional visitors who come to Mendocino County from all over the world. Over 100 targeted distribution points have been established county wide, as well as key spots in Lake, Sonoma, Napa and Marin counties, and the San Francisco Bay Area. In addition, Mendocino Art Center members, located throughout the country, receive Mendocino Arts by mail as part of their membership.
  - Rates are deliberately affordable to enable maximum participation and visibility for your business. And your participation helps the Mendocino Art Center continue essential activities that generate visitor traffic.

**Showcase your business in the #1 editorial publication for Mendocino County!**

## AD SALES

Coast: Steven Worthen – 707.964.2480 • Cell: 707.357.3696 • [artcenterads@comcast.net](mailto:artcenterads@comcast.net)

Inland: Jill Schmuckley – 707.391.8057 • [j.artsc@yahoo.com](mailto:j.artsc@yahoo.com)



**Mendocino Art Center**

45200 Little Lake Street, P.O. Box 765, Mendocino, CA 95460

Phone 707.937.5818 • Fax 707.937.4625 • [MendocinoArtCenter.org](http://MendocinoArtCenter.org)

## AD DEADLINES & SIZES

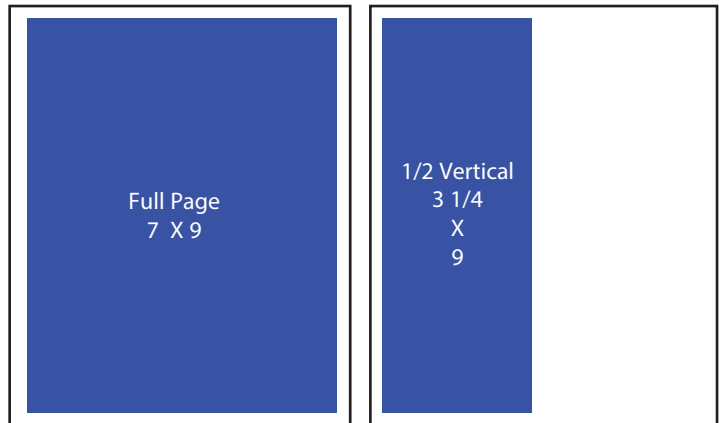
### Ad Deadlines

Issue	Ad Deadline	Distribution Period
Spring / Summer Issue	January 15, 2019	April 2019 – August 2019
Fall / Winter Issue	June 17, 2019	September 2019 – March 2020

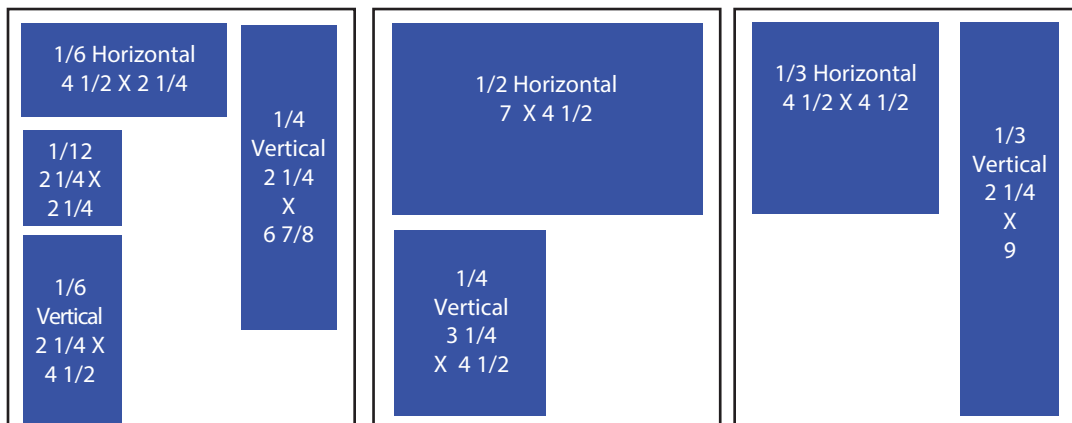
### Ad Sizes

Trim Size – 8.0625" X 10.25" Bleed – please allow 1/4" all around

Size	Width		Height
1/12 Square	2 1/4	X	2 1/4
1/6 Vertical	2 1/4	X	4 1/2
1/6 Horizontal	4 1/2	X	2 1/4
1/4 Vertical	2 1/4	X	6 7/8
1/4 Vertical	3 1/4	X	4 1/2
1/3 Vertical	2 1/4	X	9
1/3 Horizontal	4 1/2	X	4 1/2
1/2 Vertical	3 1/4	X	9
1/2 Horizontal	7	X	4 1/2
Full	7	X	9



Online ads run at the same dimensions as contracted magazine print ads on the Mendocino Art Center website, [MendocinoArtCenter.org/classes](http://MendocinoArtCenter.org/classes)



# MENDOCINO ARTS

ART AND CULTURE IN MENDOCINO COUNTY

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## 2019 ADVERTISING RATES

### Distribution - 17,000 per issue

Distributed in Mendocino, Lake, Sonoma, Napa and Marin counties, as well as the San Francisco Bay Area, and mailed to Mendocino Art Center members and prospective students across the country.

Issue	Ad Deadline	Distribution Period
Spring / Summer Issue	January 15, 2019	April 2019 – August 2019
Fall / Winter Issue	June 17, 2019	September 2019 – March 2020

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AD SIZE	1X	2X	Inside Cover	Back Cover
Full Page	\$950	\$810	\$1,200	\$1,600
1/2	\$695	\$550	\$875	\$995
1/3	\$525	\$425	N/A	N/A
1/4	\$395	\$335	525	N/A
1/6	\$295	\$245	N/A	N/A
1/12	\$195	\$160	N/A	N/A

**Add a website ad to your print schedule**    \$125    \$100

Black & White Ads: 10% Discount • Payment with Order: 10% Discount  
Trades: Use 1X rate • Guaranteed Position: 10% Premium

All rates are per insertion • Terms: Net 30 days after publication • Interest at 1.5% per month  
If frequency contracted is not completed, ads run will be re-billed at actual earned frequency rate.  
Positioning of ads cannot be guaranteed without a 10% premium.

Mendocino Arts offers 30 minutes of ad design and production free of charge. Ads requiring additional time to produce or where multiple design changes are requested, will be billed to the advertiser at \$50 per hour.

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# MENDOCINO ARTS

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PUBLISHED BY THE MENDOCINO ART CENTER

## ADVERTISING CONTRACT

Business \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

e-mail \_\_\_\_\_ Website \_\_\_\_\_

Issue Date	Ad Size	Ad Cost	Discount or Premium	Final Cost of Ad	Notes
Spring/Summer Magazine Ad					
Spring/Summer Online Ad					
Fall/Winter Magazine Ad					
Fall/Winter Online Ad					
Other					

Date \_\_\_\_\_

Accepted for Advertiser \_\_\_\_\_

Accepted for Mendocino Arts \_\_\_\_\_

MA Advertising Representative \_\_\_\_\_ Rep Phone \_\_\_\_\_

### Terms:

10% Discount – Payment is attached with order

Check is attached – Check # \_\_\_\_\_

Please bill credit card: Name \_\_\_\_\_ Card type \_\_\_\_\_  
Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Advertiser will make payment for each ad within 30 days of invoicing. Interest is 1.5% per month.

If frequency contracted for is not completed, ads run will be re-billed at actual earned frequency rate.

Positioning of ad cannot be guaranteed without a 10% premium.

### Ad Production

Ad is being supplied Camera-Ready by \_\_\_\_\_ Contact # \_\_\_\_\_

Ad is to be prepared by MAC Production, Client Contact # \_\_\_\_\_

Ad is a pick-up from \_\_\_\_\_

Mendocino Arts offers 30 minutes of ad design and production time free of charge.

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