

Master Drawings

GENERAL ADVERTISING INFORMATION

(Current as of June 5, 2006)

1. Rates per volume (nos. 1–4):

	Four Issues	Three Issues	Two Issues	Single Issue
Full-page	\$1950	\$1500	\$1200	\$650
Half-page	\$1300	\$1150	\$1000	\$550
Quarter-page	\$750	\$625	\$550	\$375
Inside Back Cover	\$3000	---	---	---

These rates cover the initial version of the advertisement. Any subsequent adjustments, including but not limited to typesetting, layout, illustration, and design, will be made at the expense of the advertiser, cost dependant upon the nature of the alteration. A separate invoice will be issued on each such occasion, and may be dated well after the publication of the relevant issue.

2. Deadlines & Publication Dates:

	Deadline for orders	Deadline for copy	Expected mailing date
Number 1	December 1	January 1	March 1
Number 2	March 1	April 1	June 1
Number 3	June 1	July 1	September 1
Number 4	September 1	October 1	December 1

It is strongly recommended that advertisers submit their copy as close to the deadline as possible, via a quick and traceable delivery service. Projected mailing dates may vary by up to two weeks: please take this into account when submitting dated material, i.e., exhibition and auction announcements. No refunds will be made in the event of late publication.

3. Each advertiser receives one copy of the issue and will be listed alphabetically in the list of “Advertisers in this Issue,” which introduces the advertising section in every issue. The advertiser’s name, city (or cities), and page number is listed here, e.g.:

206 DIDIER AARON, INC. (New York, London, and Paris)

4. Dimensions:

Trimmed page size (height x width): 10 1/2 in. x 8 1/2 in. (267 x 216 mm)

Format of advertisements:

Full-page: 220 x 150 mm (height x width)

Half-page: 106 x 150 mm (height x width)

Quarter-page: 106 x 72 mm (height x width)

Advertisements may not “bleed” to the edge of the page and should preferably have a border.

5. Technical Requirements:

Master Drawings no longer accepts film or mechanicals from advertisers.

Advertisements must be submitted digitally per the following specifications:

- i. Files should be submitted in one of the following two formats:
 - a. Quark Express 3.3 or higher, using .jpeg, .tif, or .eps files as support files, plus font files, or
 - b. High-resolution (300 dpi), print-quality .pdf file plus font files.
- ii. Digital advertisements in the form of .pdf files may be sent by email to the Editor (jturner@masterdrawings.org), but a Mac-formatted digital file on CD, accompanied by a hard-copy print-out of the final advertisement, should also be forwarded to her by post or courier on the occasion of the first submission (Cecilia House, 42 Tilbury Road, Tilbury-juxta-Clare, Halstead, Essex CO9 4JJ, UK; tel. +44-1787-237899).
- iii. All fonts, both printer and screen fonts, must be included in either format.
- iv. No True Type fonts will be accepted.
- v. All advertisements must be collected for out-put.
- vi. Please include name of graphic designer or other contact person, phone and fax number, and email address for troubleshooting.
- vii. Proofs of advertisements for which changes have been ordered will be faxed to the advertiser by request only.

6. Advertisements may be rejected in part or in their entirety at the discretion of the journal.
7. Master Drawings Association and any body thereof is not responsible for the content of advertisements or claims made by advertisers for goods offered for sale, including but not limited to artist attributions and provenance.
8. Materials will be returned to advertiser only upon written request at time of submission.
9. Receipt of your order constitutes your acceptance of the terms outlined above.

Master Drawings

ADVERTISEMENT ORDER FORM

Today's date: _____

Please reserve space for my [size] -page advertisement in the following issues of *Master Drawings* in calendar year _____:

all four issues no. 1 (spring) no. 2 (summer) no. 3 (fall) no. 4 (winter)

NAME: _____

ADDRESS: _____

TEL. NO. _____

FAX NO. _____

CONTACT: _____

EMAIL: _____

Please select one of the following payment options:

1. A check in the amount of US\$ _____, drawn on a US bank, is enclosed; or

2. Debit my MASTERCARD or VISA the sum of US\$ _____.
Card no. _____ Date of expiry _____
Signature _____; or

3. Send me an invoice in the amount of US\$ _____; or

4. I shall pay the sum of US\$ _____ by bank transfer.
JP Morgan Chase Bank, NA, acct. no. 116-0514600 / routing no. 021000021 / swiftcode CHASUS33.
All bank fees must be paid by ordering party.

Please direct all inquiries to:

Ms. Deborah Garwood, Administrator
Master Drawings Association, Inc.
225 Madison Avenue
New York, NY 10016-3405

Tel (212) 590-0369
Fax (212) 685-4740
dgarwood@masterdrawings.org
www.masterdrawings.org