

FREE

UpstateNewYork
GALLERY *GUIDE*

SPRING 2019



*Exposition
'New Abstraction'*

2019 media kit




editorial

Upstate New York Gallery Guide is a high quality, full color, glossy magazine digest and touring guide to art in beautiful, majestic Upstate New York. It is organized into color-coded regions and accompanying town directories. Each town directory shows representative art with contact info and map location for respective galleries, studios and Museums. Issues are published quarterly for spring, summer, fall and winter and are distributed free throughout Upstate New York.



10-25,000 issues of Upstate New York Gallery Guide are distributed free statewide throughout upstate New York. The guide is carefully distributed so that it reaches its target audience, lovers of art. Circulation reaches readers who are locals, tourists and summer people who are interested in upstate New York art. Current and past issues can be viewed on our website at www.upstatenygalleriesguide.com



VIEW ISSUES
Online
www.upstatenygalleriesguide.com

Upstate New York Gallery Guide is distributed free throughout upstate N.Y. in galleries, museums, studios and select visitor centers.

Copies are also on view at select libraries, hotels, inns and many chamber of commerce.

Live outside of upstate New York?
To **SUBSCRIBE**, please call
1-518-232-5888
1 year subscription is \$24

Upstate New York Gallery Guide was designed for advertisers to benefit from affordable rates and unmatched visibility + circulation. It is also designed to increase inter-regional tourism and commerce in upstate New York.

contact

Upstate New York Gallery Guide
58 E. Main St/1st Floor
Cambridge, NY 12816
518-232-5888
Alt # 518-260-4921

Open Mon.-Fri 9:00a.m.-5:00p.m.

ads@upstatenygalleriesguide.com
www.upstatenygalleriesguide.com

Listings

20% Discount

Basic Listing Name, address, phone, email (Free w/any image or ad)..... \$100

Full Listing above plus 30 words, all advertiser indexes, + map placement .\$175

Display Ads

Includes free basic listing, directory listings and map placement

Quarter Page Ad	\$300	\$225
One Third Page Ad.....	\$450	\$360
Half Page Ad	\$600	\$480
Two Third Page Ad.....	\$750	\$600
Full Page Ad	\$900	\$720
Two Page Spread	\$1400	\$1120

Call 518-232-5888 to inquire on how to qualify for a 20% discount

Premium Positions

Front Cover.....\$2000

Back Cover

Inside Front Cover, Inside Back Cover.....\$1000

(positions are on a first come basis based on availability, inquire about early ad space reservations)

Sizes and requirements

Display ads

Display ads include listing, map placement and all indexes.

Quarter page 2.25" W x 1.75" H
(13.5p x 10.5p)

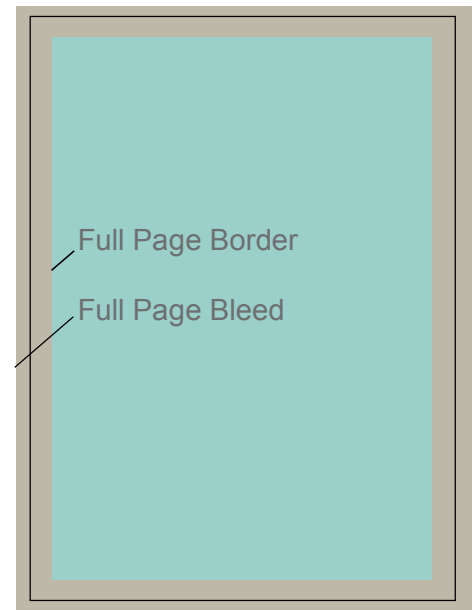
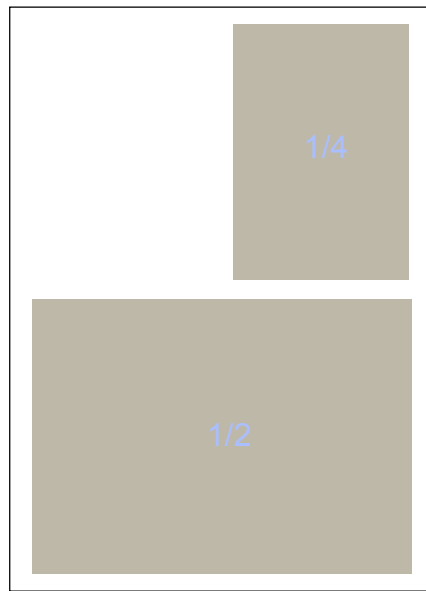
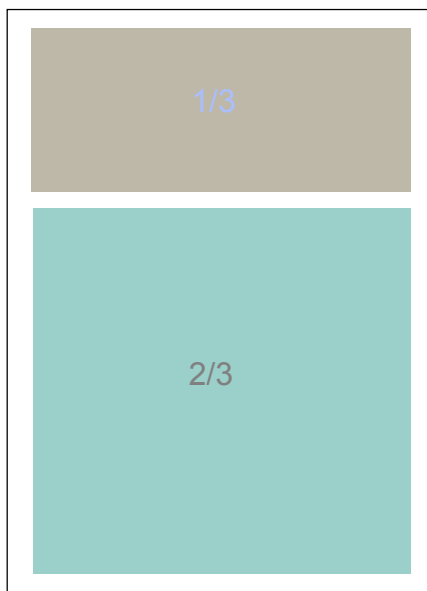
Half page 4.625" W x 3.75" H (28p X
22.5p)

One Third page 4.625" W x 2.541" H
(28p x 15p)

Two third page 4.625"W x 5.082" H
(28p x 31p)

Full page w/border 4.625" W x 7.625" H
(28p x 46p)

Full page bleed 5.25" W x 8.32" H
(33p x 52p) * bleed extends .25" beyond
On all sides. Confine text within 4.625" x
7.625"



Digital requirements & submission policy

File name should be advertiser name plus month, year and file type.

Please email your ad files to ads@upstatenygalleryguide.com, and include account name, size of ad, and your email and contact info. CDs and other materials can be mailed or shipped to: Upstate New York Gallery Guide, 58 E Main St/1st Floor, Cambridge, New York 12816.

File Format

(in order of preference)

(1) **Adobe Acrobat PDF** high resolution 2400/frequency 300, important: do NOT downsample images in the document.

- * **FILE IMAGE RESOLUTION** : the minimum resolution for images and any screened artwork is 300 pixels per inch used at 100%.
- * **CONVERT TO CMYK** : no RGB colors are allowed.
- * **AREAS OF SOLID BLACK**: Blacks must be supported with 40% cyan booster.
- * **NO PANTONE**: covert to CMYK.
- * **NO SPOT COLORS**
- * **ALL TIF FILES**: uncheck "layers" box before saving files as tif.

File Delivery

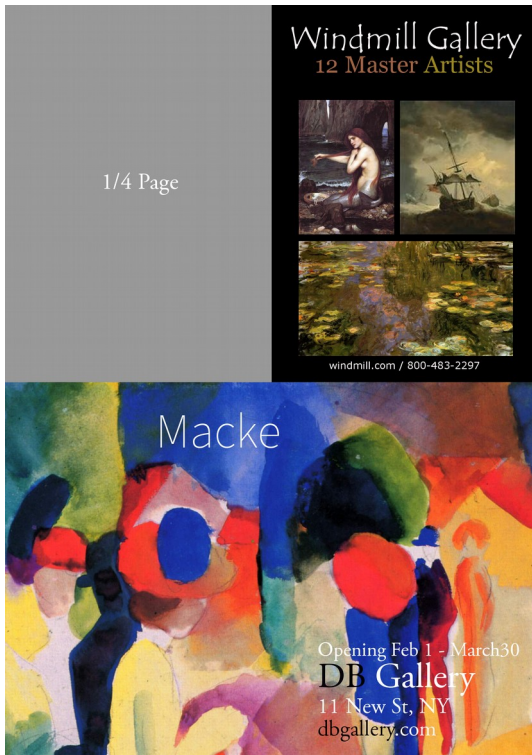
Please compress files using Ziplt, Stuffit or save as self-extracting archives (.sea.) to avoid corruption during transmission.

E-mailing: Ads of less than 10 megabytes can be emailed to this address:

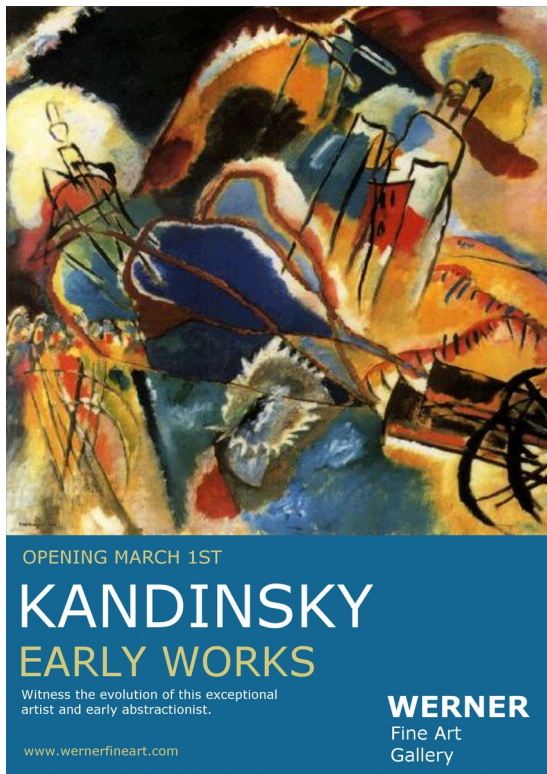
ads@upstatenygalleryguide.com.

Please make ad payment by calling
518-232-5888

or send to: Upstate New York Gallery Guide, 58 E.Main St. Cambridge, NY 12816



Sample ads, (public domain images)



Advertising Inquiries + Technical Questions ?

Ron Measeck, (518) 232-5888

E-mail: ads@upstatenygalleryguide.com

Design Services

We design and create your ad professionally, \$125. includes scanning of any reproductions, prints, logo's or graphics.

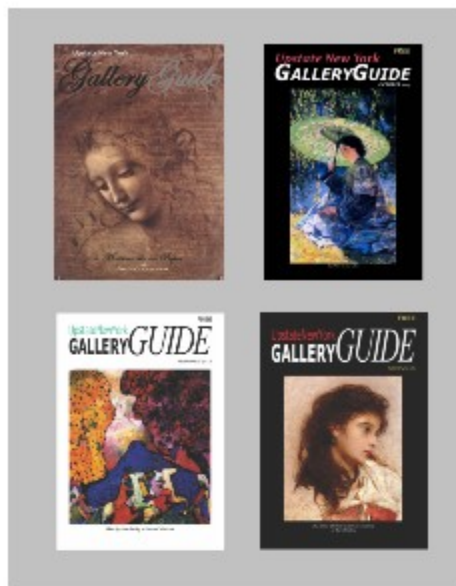
Terms + Policy

Rates are for plate -ready ads. Additional costs will be charged for type, production artist, photography, scans and any additional work needed to achieve an advertisers requirements. All balances are due by the 1st of the month prior to date of publication. Cancellation of a contract may be made by giving notice in writing 90 days prior to the publication date of the issue for which the cancellation applies.

Design services request must be made at least 2 weeks (minimum) prior to the payment due date which is the 1st of the month prior to the date of publication. Ad proofs are provided for ads we create only. We do not guarantee match color.

Upstate New York Gallery Guide is not responsible for the quality of the reproduction of customer-supplied computer Files.

* All ad/copy is due by the 1st of the month prior to date Of publication.



"I invite you to join us now and showcase your art in Upstate New York Gallery Guide and be proactive in making the coming year your best ever."

Ronald Measeck,
publisher

questions? please email me - ron.mckpublishing@gmail.com

Galleries

Show your art + location to touring visitors and thousands of art patrons who may never have seen the artists you represent.

Studios

Make it easier for new clients and art galleries to discover your art - and for customers to visit your website.

Art Groups

When individuals band together it's smart and easy to promote yourselves and your area.

Increase your website traffic.
Art needs to be seen to be sold.

RESERVE YOUR AD SPACE TODAY

518-232-5888

ads@upstatenygalleryguide.com

Submission Form

Advertiser _____ Contact _____
Street Address _____
Mail Address _____
City _____ Zip _____
Phone(s) _____ Fax _____
Email _____
Website www. _____
Winter Address _____ Phone _____

Advertising Selected _____ \$ _____
Additional (design/photos/position) _____ \$ _____
Instructions/changes _____

Sub-total \$ _____
Deposit/payment \$ _____
Balance \$ _____

By signing, I agree to the terms and conditions of sale of this contract.

Signature _____ Print name _____
for publisher _____ Date _____

Credit Card No. _____ - _____ - _____ - _____ expires _____ - _____
check one: ☐ Visa ☐ Mastercard ☐ Discovery ☐ American Express