

# Call for Reservations SPOTLIGHT & COLUMNS



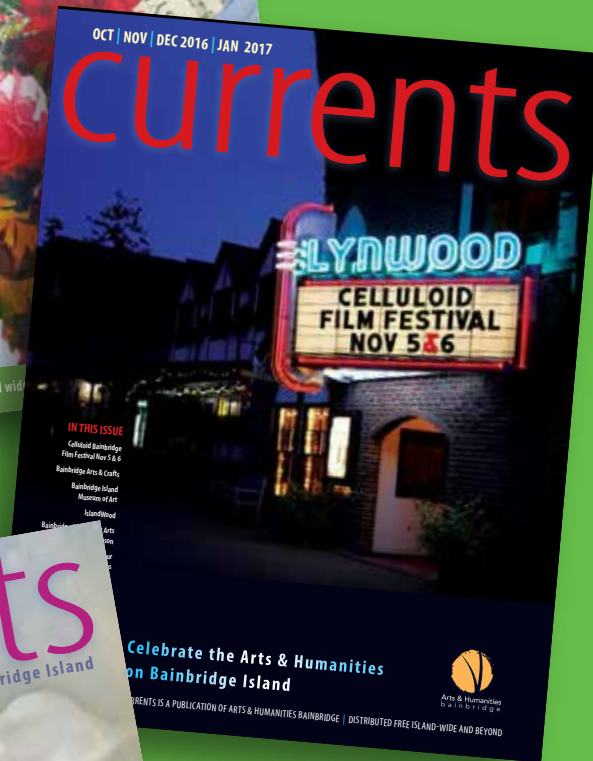
# currents

Arts & Humanities Bainbridge Magazine

2017 July • August • Sept • Oct • Issue

Reserve  
space by  
**MAY 15**

Text and  
images due  
**JUNE 1**



Mailed  
FREE to  
every  
Bainbridge  
Island  
Address!

Available  
at several  
local venues  
throughout  
Kitsap County

Published  
since 1991

See page 2 for  
Space Rates  
and Submittal  
Instructions.  
Please note that spotlight and  
spot columns are composed  
by our Currents designer with  
2 hours included in purchase  
of your space.

# currents Contributors editorial "Spotlight Page" and "Spot Column" SUBMITTAL GUIDELINES

Our goal is to visually promote the nature of your materials while we also maintain a consistent visual style for the publication.

## SPOTLIGHT SPACE & PRICING OPTIONS\*

|   |                  |
|---|------------------|
| <b>Spotlight two facing pages</b>       | <b>\$1100.00</b> |
| <b>Spotlight one full page</b>          | <b>\$ 700.00</b> |
| <b>Spot Column (half page vertical)</b> | <b>\$ 400.00</b> |

## NEW: COVER PAGE OPTION!

Please contact Anne Smart if interested: [ed@bainbridgeartshumanities.org](mailto:ed@bainbridgeartshumanities.org)

## DUE DATES:

Reserve space by **MAY 15**  
Send text and images by **JUNE 1**

## HOW TO SUBMIT YOUR TEXT:

Please submit text in Word Docs with any bold, and italics in place as you want them to appear. Use paragraph returns only where you want paragraph breaks. Please do not use hard returns within paragraphs to try to format the text. Your articles and images may be edited as needed based on standards set by our editor and designer. We can advise once materials are in hand, and will be showing you preliminary proofs.

## PROVIDE SOME NOTES IF YOU WANT SPECIAL TREATMENT OF TEXT SECTIONS

Please advise if you want some special formatting treatment such as: [call out box], [dominant headers] [possible sidebar text], etc. Calendars, facts and figures, timelines, histories, testimonials, short articles, and announcement information work well as sidebars or call-out boxes.

Please color highlight any text sections about any missing information (dates/names, facts/ places) that you might need to send later.

## HOW TO SUBMIT YOUR IMAGES

Please target two to three visual images (plus your logo for the masthead area) per page; for single column sidebars, include one image.

If you want to use more than the recommended number of images, please limit your text accordingly.

If a digital image is too large for email, contact Jeanette Alexander for a place to send as a link to the file(s). Digital images at 300 DPI at the full size of image will print best.

Lower resolution images (72 DPI) must be four times the actual size of image size that prints, or 180 DPI at two times the size. Send us a digital image that you hope to use, so we can evaluate and advise. If you only have hard copy, if it is no larger than 8.5 x 11, Jeanette Alexander can scan and create a digital file.

## IMAGE CAPTIONS & PHOTO CREDITS

Please include your captions, image credits, dates, etc., at the end of your Word doc, and include name or number related to the image(s) that are meant to accompany. We can also simply put a line of text at bottom that states "Courtesy images this page" if you do not have known credits.

## SPONSOR LOGOS

If you provide sponsor logos, we'll most likely place at the bottom of your page. Please include the files in 300 dpi print resolution or as a large image file.

*Thank you for reviewing the guidelines. We look forward to working with you!*

\* PLEASE NOTE: Spot contributors get a savings over placing a display ad! Currents page layouts are edited, designed, and produced by Currents staff to maintain visual and editorial continuity, with two hours of staff time included for a full spotlight page and 1.5 hour included in the cost of a spot column.

This covers time for editing, design and production, including email, consulting, initial composing of the page, image processing, revisions, new proofs provided and final file print setup and processing.

Complex layouts with more than 5 images to process and place with your text can easily exceed the time included in costs. We'll alert you when just 15 minutes are left, if further revisions requested create additional time. The extra time will be billed by the Arts & Humanities Council if incurred.

## QUESTIONS/MORE INFORMATION:

Jeanette Alexander, via email: [jalexgd@soundds1.com](mailto:jalexgd@soundds1.com) or call 206.842.6368.

## WANT TO PLACE A DISPLAY AD?

To reserve a Display Ad space instead of a spotlight page or column, or in addition to a spotlight space, please contact :

**Juliet Schlessor:**  
[julietjs5@gmail.com](mailto:julietjs5@gmail.com)  
or 206.780.5335.

## Why be an Editorial Contributor of Currents?

**It is the only arts & humanities focused publication published seasonally three to four times a year, and it is mailed FREE to every postal patron on Bainbridge Island.**

Copies are also available free at many venues and businesses on Bainbridge Island, in Seattle and greater Kitsap County. Expanded issues include an events calendar listings with no extra cost to you along with your featured spotlight page or column. Additionally, the publication includes advertising opportunities at very reasonable rates. 15,000 copies are printed each issue and this publication has been published for over 25 years.

**It costs LESS for you to be included as a page or column than it does for you to do your own all-island mailing.**

Factor in costs for design layout, production, printing and postage for 12,000 pieces for an all-island mailing, and you will discover your costs to be around \$1500 to \$2000 or more for your one-time all island mailing! All of the Currents spotlight page and column layouts are designed and produced by our Currents with the time included in the cost of your space.\*



Arts & Humanities  
bainbridge

The Arts & Humanities Bainbridge Mission is to create an environment on Bainbridge Island in which the arts and humanities flourish. A&HB provides coordination and advocacy for Bainbridge Island's nonprofit arts and humanities organizations, and programs and community education in response to the Island's cultural needs.

AHBainbridge.org  
206.842-7901  
[info@ahbainbridge.org](mailto:info@ahbainbridge.org)

\* 2 hours per full page, 1.5 hr per spot column space.