

Call for Reservations  
**DISPLAY** ADVERTISING



Arts & Humanities  
bainbridge

# currents

MAGAZINE

Fall / Winter • Oct • Nov • Dec • Jan 2016/17

Celebrate the Arts & Humanities on Bainbridge Island

Spring/Summer 2016

# currents



Arts & Humanities  
bainbridge

ARTS &  
HUMANITIES  
BAINBRIDGE  
ISLAND  
PUBLICATION

Mailed to  
every address on  
Bainbridge Island

Available  
at several  
local venues  
throughout  
Kitsap County

Published  
since 1991

Reserve  
space by  
July 28

Ads due by  
Aug. 5

**IN THIS ISSUE**

Arts & Humanities News  
and Program Updates

Bainbridge in Bloom  
June 4 & 5

Bainbridge Arts & Crafts

Bainbridge Island  
Museum of Art

Amabile Choir Spring Concert

Bainbridge Artisan  
Resource Network (BARN)

Samuel Brodsky,  
Professional Pianist

Calendar of Events

BI Studio Tour  
August 12, 13 & 14

A free publication produced and mailed island wide by Arts & Humanities Bainbridge for over 25 years

# currents Display Ad Specs (not Spotlight pages or columns) for File Submittal

**PLEASE CONTACT Juliet Schlessler if you wish to reserve space for a DISPLAY ad:** [julietjs5@gmail.com](mailto:julietjs5@gmail.com) or call 206.780.5335. Share this information with your graphic designer or art director to achieve the best results possible for your ad.

## 2016 RATES & SIZES

### DISPLAY AD DIMENSIONS AND AD RUN RATES \*

#### BLACK INK only

Size A	3.625w x 2.125h	\$150.00
Size B	3.625w x 3h	\$185.00
Size C vertical	3.625w x 4.5h	\$240.00
Size C horizontal	7.5w x 2.1875h	\$240.00
Half Vertical	3.625w x 9.25h	\$335.00
Half Horizontal	7.5w x 4.5h	\$335.00

#### FOUR COLOR PROCESS (no spot or pantone)

Size A	3.625w x 2.125h	\$185.00
Size B	3.625w x 3h	\$260.00
Size C vertical	3.625w x 4.5h	\$320.00
Size C horizontal	7.5w x 2.1875h	\$320.00
Half Vertical	3.625w x 9.25h	\$420.00
Half Horizontal	7.5w x 4.5h	\$420.00
Full Page border	7.5w x 9.25h	\$750.00
Full Page bleeds	8.25 x 10.625 + .25	\$750.00
Inside Front Cover	8.25 x 10.625 + .25	\$1000.00
Back Cover border	7.5w x 7.375h	\$1000.00
Back Cover bleeds	8.25w x 7.375h + .25	\$1000.00

\* Less 10% for 501 (c) (3) nonprofit organizations

\* Prices apply for "camera-ready" (placement ready) files only

(See following pages for examples of ad size and shape)

## PUBLICATION SPECIFICATIONS

Trim Size:	8.25" x 10.625"
Live Area:	7.375" x 9.875"
Color:	Four Color Process (CMYK)
Maximum Ink Density:	300%
Line Screen:	150 Lpi
Image Resolution:	Photos (300 dpi); Line Art (1200 dpi)
Paper:	Coated
Matte	Coated
Binding:	Saddle-stitched
Printing:	Heatset Web Offset

## SPECIFICATION QUESTIONS

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

## WAYS TO SUBMIT YOUR AD:

### VIA E-MAIL OR FTP SITE

Files less than 12 MB to:

[jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com)

FTP Upload site ( for larger files):

[www.hightail.com/u/JeanetteAlexander529334](http://www.hightail.com/u/JeanetteAlexander529334)

## AD SPACE RESERVATIONS

To reserve display advertising space, please contact Juliet Schlessler via email: [julietjs5@gmail.com](mailto:julietjs5@gmail.com) or call 206.780.5335.

Please specify ad size, whether artwork will be provided, and in what format. If you need help with design, please provide Juliet with contact name, email address and phone, and Jeanette Alexander will contact you.

## DEADLINES FALL/WINTER (OCT-NOV-DEC-JAN) 2016 ISSUE

**AD SPACE RESERVATIONS DUE BY: JULY 28 (closes Aug.5)**

**Ad design requests DUE BY AUGUST 6. Placement ready files due by AUGUST 15. Ad file submittal closes on August 31.**

**PAYMENTS: A 50% deposit is required for first time advertisers, due at the time of space reservation. This deposit is nonrefundable after reservation closing date above. The balance owing for ads placed and related production fees is due upon receipt of invoice and must be paid in full prior to print deadline (Sept 12 for this issue). You will be billed by Arts & Humanities Bainbridge.**

## When preparing your display ad, please note the following:

**Press Quality CMYK or Grayscale PDF at exact ad size is PERFECT! (or 350 dpi JPEG at the correct ad size).** PDF file at the exact size of ad (press optimized, CMYK, or grayscale, with fonts embedded or outlined). If a PDF file is inconsistent with Currents ad specifications, the ad will be returned to the advertiser for modification, or run as submitted if problems are not detected upon receipt of your placement ready ad file. Alternate ad formats: InDesign CS6, Illustrator CS6, Photoshop CS6. **PLEASE NOTE:** *Should a submitted file require modification by Currents staff or the printer at the last minute (past the submittal date) in order to meet the ad specifications, the advertiser may be subject to production charges in addition to the ad run charge.* **FONTS:** Currents cannot accept PC fonts. Suggestion: if an ad requires several fonts, or a PC font, the ad should be created in a vectorbased program such as Illustrator and converted to paths/outlines.

**UNABLE TO USE THESE FORMATS: PDF Writer, Publisher, Corel, MS Word, Excel, PowerPoint, or Pages. Please export to PDF.**

**REQUIRED MODIFICATIONS TO ADS:** Should a submitted file be discovered to require modification to meet Currents ad specifications, the advertiser will be notified if it is still one week before print deadline. Currents reserves the right to substitute fonts. If unable to modify to meet specifications, we will ask you to contact your designer to resubmit.

**AD PROOFS:** If your ad is full color, we recommend that you submit a pre-approved digital file. PDF proofs of your submitted ad file can be provided at no charge.

## Do you need help with design/production of your ad?

These services are in addition to ad run costs, and are provided at \$60/hour plus any materials expenses. This is a 25% discount of standard hourly design charge as a courtesy to all Currents advertisers. Costs vary according to the type of work required and materials provided by the advertiser. Please provide enough information in order for us to estimate the cost. For more information and a cost estimate, please contact Jeanette Alexander at 206.842.6368 or email: [jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com)

# currents DISPLAY Ad Size Examples

PLEASE REFER TO SPECIFICATIONS FOR  
DIGITAL AD SUBMITTALS ON PREVIOUS PAGE.

For questions regarding prices and sizes, and to reserve display advertising space, please contact our ad sales manager:  
Juliet Schlessler, 206.780.5335; email: julietjs5@gmail.com

If you need design and production of your display ad, contact Jeanette Alexander, 206.842.6368; Email: jalexgd@sounddsl.com. Additional fees will apply

Thank you to all advertisers who work with and support the arts and humanities. We couldn't do it without you!

## Size A

Black ink \$150.00

FOUR COLOR PROCESS \$185.00

3.625w x 2.125h (inches)

Horizontal Only

## SIZE C HORIZONTAL

Black ink \$240.00

FOUR COLOR PROCESS \$320.00

7.5w x 2.1875 (inches)

## Half Page Horizontal

Black ink \$335.00

FOUR COLOR PROCESS \$420.00

7.5w x 4.5h (inches)

FULL PAGE (without bleed) 7.5 x 9.25 - SAME RATES AS ABOVE

**Size B**

Black ink \$185.00

**FOUR COLOR PROCESS \$260.00**

3.625w x 3h (inches)

**Half Page Vertical**

Black ink \$335.00

**FOUR COLOR PROCESS \$420.00**

3.625w x 9.25h (inches)

**Size C VERTICAL**

Black ink \$240.00

**FOUR COLOR PROCESS \$320.00**

3.625w x 4.5h (inches)



ITAM AUC TERENATUREI PUBLICI TURBIS.  
CRETIFECIBUS BONENATQUO NULA  
CONSULIS TE, FES SILIN PERDIU INGULTO  
MOLTORIS TAM INPRATILINTE TERFITIA

ICAVOCUP IMILICTUM NONSULUS, SENTERI  
VASTANT IAESSE ETRE RE DUM RE IGILINA,  
QUE CEPS, DIN SPERCE FACI CRIO NORIO  
IAM ATUM ETILIENT, PATIU

ECRWSS  
CURRENT RESIDENT  
BAINBRIDGE ISLAND WA 98110

## currents DISPLAY Ad Back cover example

the Bainbridge-Seattle WSF, and several venues in Kitsap County

### Outside Back Cover

**FOUR COLOR PROCESS \$1000.00**

**Bordered ad = 7.625 square (inches)**

**If you want a bleed to edge ad =**

(SEE SURROUNDING GRAY AREA BEHIND)

**(Live area 8 x 8 square inches)**

**Trim ad size is 8.25 wide (height space = 7.875)  
bleed sides and bottom, add .25 inch excess for trim**

# currents Contributors editorial "Spotlight Page" and "Spot Column" for 501 (c) (3) organizations only

Our goal is to visually promote the nature of your materials while we also maintain a consistent visual style for our publication. This guide provides space and pricing options and submission specs for Currents Spotlight pages and columns.

## SPOTLIGHT SPACE & PRICING OPTIONS\*

<b>Spotlight full page</b>	<b>\$ 650.00</b>
<b>Spotlight double page spread</b>	<b>\$1100.00</b>
<b>Spot Column (half page vertical)</b>	<b>\$ 350.00</b>

## HOW TO SUBMIT YOUR TEXT:

For your text, please use Times or Times New Roman 12/auto fonts in Word Docs with all bold, italics in place as you want them.

Use paragraph returns after headings, subheadings, ends of paragraphs, or ends of any lists of information where a column of text is intended. 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. Review the various word counts in this guide for an idea of how your submittal might fit a page. We can also advise once materials are in hand, and show preliminary examples.

## GIVE US SOME NOTES ABOUT SPECIAL TREATMENT OF TEXT SECTIONS

Please include notes at beginning of sections where you might like special formatting treatment, for example: [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 where you may need to submit any missing information (dates/names, facts/places) that you might need to send later.

## \* PLEASE NOTE:

Currents page layouts are edited, designed, and produced by Currents staff to maintain visual and editorial continuity. **Two hours of staff time is included in the cost of your space purchased.** 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@sounddsl.com](mailto:jalexgd@sounddsl.com) or call 206.842.6368.

## 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 these guidelines for your submittals. Please contact Jeanette Alexander [jalexgd@sounddsl.com](mailto:jalexgd@sounddsl.com) with any questions. We look forward to working with you!*

## PREFER TO RESERVE A DISPLAY AD?

To reserve a Display Ad space instead of a spotlight page or column, or in addition to purchasing a spotlight page, please contact **Juliet Schlessler: [julietjs5@gmail.com](mailto:julietjs5@gmail.com)** or 206.780.5335. See ad rates and specs on page 2 of this guide.

## Why be a part of Currents?

Currents is published seasonally **three to four times a year, and 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. Each issue includes an events calendar with no cost listings, featured spotlight pages, and 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 layouts are edited, designed, and produced by Currents staff to maintain visual and editorial continuity as with any magazine or quarterly.



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.