

PROVINCETOWN ARTS

a nonprofit press for artists and writers

FOUNDER

Christopher Busa

EXECUTIVE DIRECTOR & EDITOR-IN-CHIEF

Elizabeth Winston

CREATIVE DIRECTOR

Irene Lipton

MARKETING DIRECTOR

Ingrid Aue

ADVERTISING SALES

Heather Bruce

BOARD OF DIRECTORS

John DaSilva

Laurie Fitzpatrick

Jeannie Motherwell

Margaret Murphy

Mark Protosevich

Christina Schlesinger

Richard Schneider, Jr.

Samuel Tager

Livia Tenzer

BOARD OF ADVISORS

Mary Abell

Mark Adams

Richard Baker

Elizabeth Bradfield

Bill Evaul

Melenie Freedom-Flynn

Susan Harrison

Howard Karren

Anne-Marie Levine

Jennifer Liese

Gail Mazur

Susan Mitchell

Debbie Nadolney

Mira Schor

Phillip H. Willkie

CONTACT

PO Box 575

North Truro, MA 02652

(508) 217-6878

info@provincetownarts.org

provincetownarts.org



Dear Advertisers and Valued Friends,

Happy New Year. I hope you had a happy and healthy holiday season and that 2021 is off to a good start for you. Though 2020 was difficult for all of us, I'm very happy to let you know that the 36th issue of *Provincetown Arts* will be published on schedule in July 2021. After the unexpected loss of our founder, Chris Busa, we are moving forward in his memory with strong new leadership for the organization, and plan to continue publishing the magazine and other books by and about Provincetown artists and writers for many years to come.

The cover features for the 2021 issue will be **writer Jacqueline Woodson** and **artist Esteban del Valle**, both former Fellows at the Fine Arts Work Center in Provincetown with deep ties to the Cape. The issue will also include architecture, film, and theater sections this year.

We know that many of your businesses suffered financial losses in 2020 and that 2021 is still an unknown. We are committed to helping to rebuild the Cape Cod tourist economy in every way we can, including with **discounted ad prices for the 2021 issue that will include ad placement on our new website and in social media postings**. Please see below for the discount calendar and the attached ad guidelines for more information.

Your support is vital to our work, and we will continue to distribute the magazine to regular and new bookstores, galleries, museums, and shops locally, regionally, and nationwide with our advertisers in mind. For the first time this year, the new issue of *Provincetown Arts* will be available in our online bookstore in digital as well as print form, which will significantly increase our reach around the world. **Ads placed in the 2021 print issue will be placed in the digital version of the magazine as well, at no additional cost.**

On behalf of everyone at the press, thank you for partnering with us to ensure that the arts community in Provincetown and on Cape Cod continues to thrive. We look forward to doing business with you again this year. Please don't hesitate to call or email me anytime with questions or to discuss ad and payment options for 2021.

With all best wishes,

A handwritten signature in black ink, appearing to read 'Ingrid Aue'.

Ingrid Aue
Marketing Director

EARLY BIRD DISCOUNTS FOR 2021

15% – pay by April 1, 2021

10% – pay by May 1, 2021

20% – for recognized nonprofit organizations

AD DEADLINE MAY 15, 2021

PUBLISHING DATE: JULY 3, 2021

If you have any questions, please call or email me.

We will gladly prepare your ad free of charge.

FOR AD PLACEMENT PLEASE CONTACT:

Ingrid Aue

617-335-0524

ingridaue@comcast.net

PROVINCETOWN ARTS

a nonprofit press for artists and writers

AD SIZES - FULL COLOR **FINAL AD DEADLINE: MAY 15, 2021**

<p>1/12 page 2.3542" W x 2.483" H</p> <p><u>\$300</u> 15% off: \$255 10% off: \$270</p>	<p>1/6 page/vertical 2.3542" W x 5.1875" H</p> <p><u>\$550</u> 15% off: \$467.50 10% off: \$495</p>	<p>1/3 page/vertical 2.3542" W x 10.602" H</p> <p><u>\$870</u> 15% off: \$739.50 10% off: \$783</p>	<p>1/2 page 7.625 " W x 5.25" H</p> <p><u>\$1,500</u> 15% off: \$1,275 10% off: \$1,350</p>
	<p>1/6 page/horizontal 4.8958 " W x 2.483 " H</p> <p><u>\$550</u> 15% off: \$467.50 10% off: \$495</p>		
<p>1/3 page/square 4.8958" W x 5.1875" H</p> <p><u>\$870</u> 15% off: \$739.50 10% off: \$783</p>			<p>1/4 page 3.6" W x 5.25" H</p> <p><u>\$760</u> 15% off: \$646 10% off: \$684</p>
			<p>Full page (no bleed) 7.625 " W x 10.875" H</p> <p><u>\$2,500</u> 15% off: \$2,125 10% off: \$2,250</p>

DISCOUNTS:



- 15% - Pay by April 1, 2021
- 10% - Pay by May 1, 2021
- 20% off for recognized nonprofit organisations

Back cover

\$5,800 15% off: \$4930 10% off: \$5220

Inside front cover

\$3,900 15% off: \$3315 10% off: \$3510

Page one

\$3,900 15% off: \$3315 10% off: \$3510

Inside back cover

\$3,900 15% off: \$3315 10% off: \$3510

Local artist ad/single

\$170 15% off: \$144.50 10% off: \$153

Local artist ad/double

\$340 15% off: \$289 10% off: \$306

EMAIL MATERIAL TO:

- Irene Lipton - Designer: irene@provincetownarts.org
- Ingrid Aue - Marketing: ingrid@provincetownarts.org
- Heather Bruce - Ad Sales: heatherbrucearts@yahoo.com

PHOTO SUBMISSION:

- JPEG file: 300 dpi
- TIFF file: 300 dpi
- PDF file: high resolution
- Hard copy to be scanned (300 dpi)

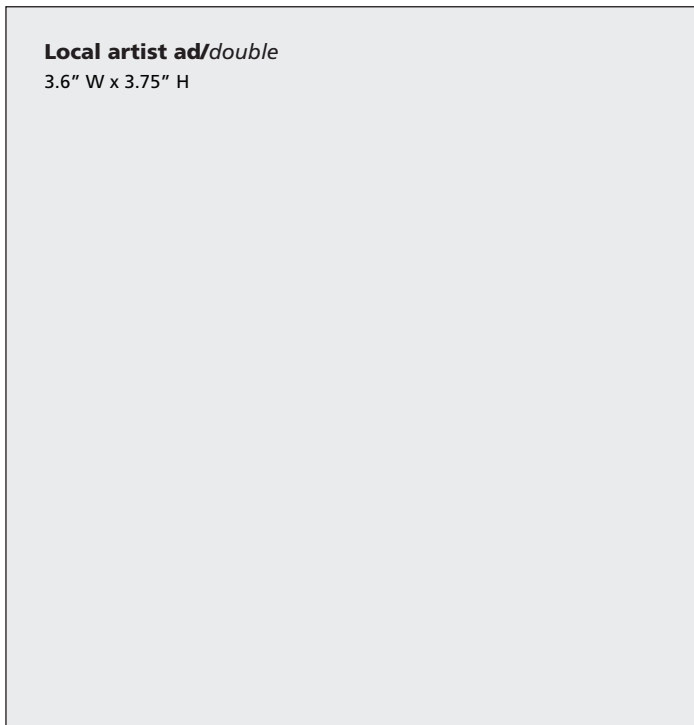
TEXT SUBMISSION: by email or WORD Document

PAYMENTS:

Please make check payable to:

Provincetown Arts Press
PO Box 575
North Truro, MA 02652

LOCAL ARTIST ADS **FINAL AD DEADLINE: MAY 15, 2021**



DISCOUNTS: 

- 15% - Pay by April 1, 2021
- 10% - Pay by May 1, 2021
- 20% off for recognized nonprofit organisations

Local artist ad/single

\$170

15% off: \$144.50

10% off: \$153

Local artist ad/double

\$340

15% off: \$289

10% off: \$306

EMAIL MATERIAL TO:

Irene Lipton - *Designer*: irene@provincetownarts.org

Ingrid Aue - *Marketing*: ingrid@provincetownarts.org

Heather Bruce - *Ad Sales*: heatherbrucearts@yahoo.com

PHOTO SUBMISSION:

JPEG file: 300 dpi

TIFF file: 300 dpi

PDF file: high resolution

Hard copy to be scanned (300 dpi)

TEXT SUBMISSION: by email or WORD Document

PAYMENTS:

Please make check payable to:

Provincetown Arts Press

PO Box 575

North Truro, MA 02652

Provincetown Arts offers Local Artists Ads to provide an opportunity for artists to promote their work at a reasonable cost.

2021 CONTRACT - INVOICE

AD DEADLINE: MAY 15, 2021 - PUBLISHING DATE: JULY 3, 2021

DISCOUNTS:

- 15% - Pay by April 1, 2021
- 10% - Pay by May 1, 2021
- (20% off for recognized nonprofit organisation)

CONTACT INFO FOR AD PLACEMENT:

Ingrid Aue - Marketing
 tel: 617-335-0524
 email: ingrid@provincetownarts.org

AD PRICES

Full page, no bleed	7.625 W" x 10.875" H	\$2,500
Half page, horizontal	7.625" W x 5.25" H	\$1,500
1/4 page	3.6" W x 5.25" H	\$760
1/3 page, square	4.8958" W x 5.1875" H	\$870
1/3 page, vertical	2.3542" W x 10.602" H	\$870
1/6 page, horizontal	4.8958" W x 2.483" H	\$550
1/6 page, vertical	2.3542 W by 5.1875 H	\$550
1/12 page	2.3542" W x 2.483" H	\$300
Local artist ad, single	3.6" W x 1.6" H	\$170
Local artist ad, double	3.6" W x 3.75" H	\$340
Back cover, no bleed	7.625 W" x 10.875" H	\$5,800
Inside front cover, no bleed	7.625 W" x 10.875" H	\$3,900
Page one, no bleed	7.625 W" x 10.875" H	\$3,900
Inside back cover, no bleed	7.625 W" x 10.875" H	\$3,900

TOTAL: \$ (% discount applied)

Date: _____
Customer Name: _____
Customer Address: _____ _____ _____
tel: _____
email: _____
Signature: _____
<p>Please submit all images in 300 dpi (high resolution)</p> <ul style="list-style-type: none"> - Materials will not be returned unless specifically requested. - Provincetown Arts Press reserves the right to decline any advertisement. - In the event of an error, Provincetown Arts' liability shall not exceed the cost of the space occupied by the error.

PLEASE MAKE CHECK PAYABLE TO: Provincetown Arts Press, PO Box 575 North Truro, MA 02652

(Visa or Mastercard accepted) 