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North Truro, MA 02652

(508) 217-6878

info@provincetownarts.org

provincetownarts.org



PROVINCETOWN ARTS

a nonprofit press for artists and writers

Dear Advertisers and Friends of *Provincetown Arts*:

As the new year begins, I'm pleased to share our advertising package for the 2023-24 issue of *Provincetown Arts*, and to share some exciting changes with you.

First, and most importantly, **the final deadline for ad materials this year is Friday, April 21.** This earlier date will allow us to get the magazine on the stands earlier in June for the early season. **PLEASE NOTE that you will not be billed earlier than you have been in past years!** We just need your materials sooner to allow for an earlier publication date.

For the first time, **we will also be selling a digital version of *Provincetown Arts* in 2023**, allowing us to reach thousands of additional readers around the world.

Our distribution will be increasing, as well. The magazine is now sold by dozens of bookstores, museums, galleries, non-profits, and businesses around the Cape, in Boston, and in New York, as well as in Barnes & Noble stores nationwide, the regional Stop & Stop chain, and selected booksellers across the country.

As you'll see in the enclosed materials, **our ad prices are the same as in 2022, with discounts available for prepayment.** All advertisers will receive a copy of the new issue.

As always, the new issue will be full of great writing about great artists, writers, and arts organizations, guides to arts activities Cape-wide, and much more. Please share news of your 2023-24 arts-related happenings with us in the coming weeks as we finalize content for the forthcoming issue.

Please contact me anytime with questions or to purchase ad space and begin the design process. *Provincetown Arts* and our nonprofit press are sustained by support from you, our advertisers, and from our community. Thank you so much for your business, and best wishes for a happy and healthy new year. I look forward to working with you again in 2023!

Best,

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

Ingrid Aue
Marketing Director

EARLY BIRD DISCOUNTS FOR 2023

15% – pay by April 1, 2023

10% – pay by May 1, 2023

20% – for recognized nonprofit organizations

AD DEADLINE APRIL 21, 2023

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 • ingrid@provincetownarts.org

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2023 CONTRACT - INVOICE

AD DEADLINE: APRIL 21, 2023 - PUBLISHING DATE: JUNE, 2023

DISCOUNTS:



15% - Pay by April 1, 2023

10% - Pay by May 1, 2023

(20% off for recognized nonprofit organization)

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 3.455" 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: _____

Please submit all images in 300 dpi (high resolution)

- 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)



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AD SIZES - FULL COLOR **FINAL AD DEADLINE: APRIL 21, 2023**

| | | |
|---|--|--|
| <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>1/6 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/vertical 2.3542" W x 10.602" H</p> <p><u>\$870</u> 15% off: \$739.50 10% off: \$783</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>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>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, 2023
- 10% - Pay by May 1, 2023
- 20% off for recognized nonprofit organizations

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

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LOCAL ARTIST ADS **FINAL AD DEADLINE: APRIL 21, 2023**

Local artist ad/single
3.6" W x 1.6" H

Local artist ad/double
3.6" W x 3.455" H

DISCOUNTS:



15% - Pay by April 1, 2023
10% - Pay by May 1, 2023
20% off for recognized nonprofit organizations

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.

.75

.75

.75

document trim size = 9.125 by 11.875 inches

add .125 inch bleed all around

live area = 7.625 by 10.64 inches

.485