Art TIMES OF THE

The Magazine of the Arts

Florida ◆ New York ◆ North Carolina ◆ California ◆ Europe

2016-2017 ADVERTISEMENT PACKAGE

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As we enter our Twenty Eighth year of publishing, Art of the Times ongoing mission remains to publish what is new and exciting in the visual and performing arts in South Florida, California, New York, North Carolina and Europe. It is a pleasure to inform you about the focus and ever expanding growth of the Art of the Times.

The Art of the Times caters to successful, affluent people, and is available online at www.artofthetimes.com and in print for purchase at select locations such as South Florida news stands, and bookstores throughout the United States. You will also find the Art of the Times in private homes, doctor's and medical offices, country clubs, and luxurious resorts and condominiums.

Our publication fosters an inclusive community where contributors from all parts of the world get a chance to share what they're observing, feeling, creating in regards to the arts offering a single source for all upcoming events. AOTT informs readers about an opening in Palm Beach, a museum in Fort Lauderdale, a concert in Miami, or even an art fair in New York, Asia, and Europe. Our online version can be found at www.artofthetimes.com, which is updated daily.

AOTT is thrilled to announce the comeback of the printed version of Art of the Times magazine. This event will begin for our "28th Fall Season Preview and Anniversary Issue" in November 2016. This has always been our largest and most successful issue every year.

This year we are proud to announce that we will be adding new sections and themed issues highlighting special cultural performances, charitable events, real estate, interior design, sporting events, and high fashion. We will also publish supplement issues covering the finest Equine Lifestyle and Golfing events.

This new and added content will make the Art Of The Times a more rounded, interesting, and fulfilling reading experience. We look forward to presenting your message to our readers. Thank you for your continued support and remember to enjoy *The Art Of Living Well!* ◆

Your Publisher.
Audrey S. Diamond

2016-2017 Advertising Rates & Size Options

Style	1x	2x	3x	4x
Full Page	$4,500	$4,250	$4,000	$3,800
Half Page (V or H)	$2,800	$2,500	$2,200	$2,000
Quarter Page	$1,250	$1,125	$1,000	$875

Premium Positions

Facing Pages (2 Page Spread)	Cover II (Inside Front Cover)	Cover III (Inside Back Cover)	Cover IV (Back Cover)	Gate-fold (3 Pages)	Gate-fold (6 Pages)
$8,800	$6,000	$5,500	$7,000	$12,000	$16,000

Graphic Deadlines

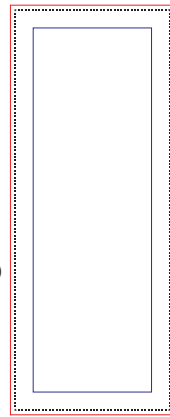|	
2016-17 Season Preview	August 15th, 2016
Winter 2017	October 15th, 2016
Spring 2017	January 15th, 2017
Summer 2017	March 15th, 2017

Issue Release Dates

November 1st, 2016
February 1st, 2016
April 1st, 2017
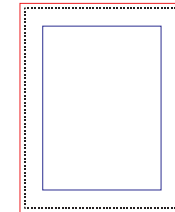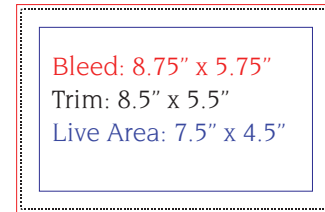June 1st, 2017

# Bleed ◆Trim ◆Live Area Guidelines

Full Page Ad

Bleed: 8.75" x 11.25"
Trim: 8.5" x 11"
Live Area: 7.5" x 10"

Half Page Ad - Vertical

Bleed: 4.5" x 11.25"
Trim: 4.25" x 11"
Live Area: 3.25" x 10"

Half Page Ad - Horizontal

Bleed: 8.75" x 5.75"
Trim: 8.5" x 5.5"
Live Area: 7.5" x 4.5"

Quarter Page Ad
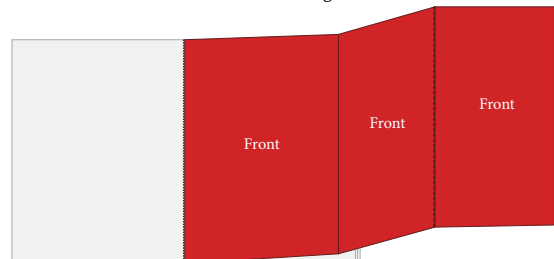
Bleed: 4.5" x 5.75"
Trim: 4.25" x 5.5"
Live Area: 3.25" x 4.5"
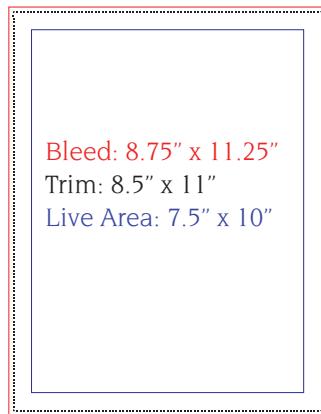
Our premium gate-fold packages follow the bleed guideline below. The outer page will be 8" wide instead of 8.5" wide to fold inward and avid any clumping. Gate-fold
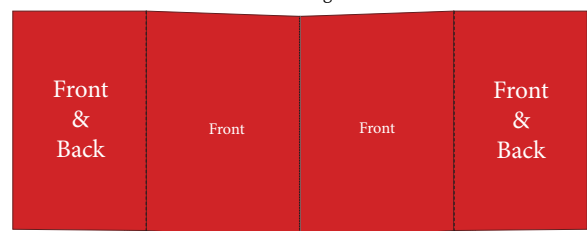
Gate-Fold 3 Pages

Front Front Front
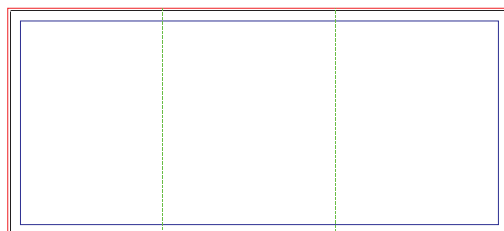
*Please note the outside flap will be 8 inches wide to fold in.

Gate-Fold 6 Pages

Front & Back Front Front Front & Back

*Facing pages with Double Gate Fold

Graphic Guidelines

GENERAL
◆Build pages to TRIM SIZE and EXTEND BLEED 1/8" (1.25") beyond page edge. Keep live matter no less than 1/4" (.25") from final trims.
◆We produce our publication on the Macintosh Platform.
◆We support files produced in Quark Xpress 7, Adobe Illustrator CS, Adobe Photoshop CS, Adobe Indesign CS or PDF formats only.
◆We produce our publication on the Macintosh Platform.
◆We support files produced in Quark Xpress 7, Adobe Illustrator CS, Adobe Photoshop CS, Adobe Indesign CS or PDF formats only.
◆Ads should be created using Postscript Type 1 fonts only. True Type fonts are not accepted.
◆A hard copy proof containing 100% of the file information should be provided for each advertisement. Proofs should indicate trims and bleeds.
◆Total image densities for scanned images should be 280% maximum. 300 DPI and image files should not be enlarged passed 100%.

COLORS
◆Please use CMYK models for all Colors use PMS or spot formats ARE NOT acceptable.
◆RGB, and PMS spot colors are not supported. Colors presented in these formats will be forced into their CMYK equivalent, which will change the look of the color.

QUARK EXPRESS FILE *Not Preferred
◆When submitting ads from Quark Xpress, please use the "Collect for Output" function. Make sure you include all of the images, logos, and fonts used in the ad.
◆Please set your trappings & overprint accordingly. We will not alter your trap settings unless told by the client. Do not apply any style attributes to the font.

PDF FILES & SPECIFICATIONS
◆Ads presented in Adobe Acrobat should have registration marks, set to center with 12 point offset. And Bleeds set to 1/8", (1.25") beyond the trim of the page.
◆Images should be 300 DPI, do not use downsampling.
◆Embed all fonts. Do not use subset for fonts.
◆Turn all color management off.

ADOBE PHOTOSHOP FILES
◆Images SHOULD BE 300DPI, in CMYK mode.
◆Ads produced in Photoshop should include all fonts along with the file.
◆Image file format should be TIFF or EPS. Quark colorized Grayscale TIFFs may not be colored. This is not a supported function.

ADOBE INDESIGN FILES
◆We can accept Adobe InDesign CS files. Use the package command to collect all hi-res images and fonts.

ADOBE ILLUSTRATOR FILES
◆Include all fonts and images along with the Illustrator file. If the fonts are unavailable, then all fonts should be changed to outlines.

E-MAILED AD COPY FILES
◆We can accept Adobe InDesign CS files. Use the package command to collect all hi-res images and fonts.
◆Send all files and project materials to audrey@artofthetimes.com or call for FTP instructions. (561) 833-5129

E-mailed ads should be stuffed or zipped to compress files, or mail a CD.