

PRODUCTION SERVICES

Ornament offers in-house design and production services at reasonable rates, including photography services, slide scanning, retouching and resizing, typesetting and design services. Specific charges will be furnished upon request.

Materials for in-house production are due by the closing date. A fax or email file will be furnished for proofing, provided that materials are received by the deadline.

ELECTRONIC FILE SPECIFICATIONS

ACCEPTED FILE FORMATS

Ornament accepts packaged Adobe InDesign files (including fonts and images), in CS4 or earlier versions. We also accept collected QuarkXPress files (including fonts and images) in 6.52 or earlier versions, Adobe Illustrator (saved as EPS, type converted to outlines) in CS4 or earlier versions, or Photoshop (EPS or TIFF, flattened). High resolution PDF files must be in the CMYK color space. **Please include a high resolution PDF version of your advertisement, (no compression, fonts embedded)** which may be used if there are problems with your native file. Include file extensions when naming files.

Provide all graphic support files used. All images must be at a minimum resolution of 300 ppi, scaled to 100% of the actual size used in the document. All colors must be CMYK. Do not use RGB or spot colors.

FONTS

Provide all screen fonts and printer fonts used in the document. Use only postscript Type 1 fonts, True Type and PC fonts are not accepted. All fonts in Illustrator must be converted to outlines.

QuarkXPress users should not use Styles to make fonts bold or italic as this may cause outputting problems. Use the actual bold and italic font faces.

Serif fonts should be a minimum of 10 point, demi or bold, if copy is white or any color other than black, and a minimum of 9 point if copy is black. For type smaller than 9 points, use a san serif font.

San Serif fonts should be a minimum of 9 point, demi or bold, if copy is white or any color other than black, and a minimum of 8 point if copy is black. San serif type can be as small as 6 or 7 point for photo credits and disclaimers. The contrast between copy and background should be high enough to ensure that the copy will read clearly.

ADVERTISING SUBMISSION

Ornament accepts advertising material on CD or by email. File and contact information to be provided: file name, application used (QuarkXPress, InDesign, Photoshop, Illustrator, PDF), advertiser, contact name, address, telephone, and email. Shipping via UPS or FedEx is recommended wherever possible. Files delivered by email must be in highest resolution PDF format with all fonts embedded.

All advertisements must conform to the size of the space ordered, otherwise Ornament reserves the right to alter the size of the advertisement and bill the advertiser accordingly. Advertiser will be notified if such charges are incurred.

PROOFS

For black & white advertisements, include a laser print that is 100% of the original advertisement size. Color laser and inkjet prints are acceptable, but not considered accurate as a color reference. Carefully proof your contact information for accuracy as Ornament assumes no responsibility for errors not detected by the advertiser on final proof. Ornament assumes no liability for errors in the advertising index or for any instructions or changes not specified in writing. Any changes requested after final advertiser approval will be honored when possible and incur additional production charges.

ADVERTISING RATE CARD

CONTEMPORARY

ETHNOGRAPHIC

ANCIENT

JEWELRY

BEADS

CLOTHING

WEARABLE ART

THE ART AND CRAFT OF PERSONAL ADORNMENT

ORNAMENT

ADVERTISING RATE CARD 18

FEBRUARY 1, 2007

Ornament supports the richness and diversity of the art and craft of wearable art in a stunning visual display of creative work. The only international magazine covering all aspects of personal adornment, Ornament provides a wealth of information on contemporary, ethnographic and ancient jewelry, clothing, beads, and costume.

Each issue features profiles of prominent and emerging artists, reviews of important museum and gallery exhibitions, marketplace venues, and other insightful, multifaceted coverage.

Ornament is read by artists, collectors, craftspeople, designers, gallery owners, retailers, students, teachers, researchers, and museum staff in the United States and more than seventy foreign countries. Ornament is circulated to paid subscribers and distributed in the United States at newsstands and bookstores through CMG Distributors, and through Disticor Direct in Canada.

Established 1974

ADVERTISING DEADLINES

Deadline dates effective June 30, 2010

Issue	Artwork	Published
Vol. 33.5	Aug. 18	Sept. 10
Vol. 34.1	Sept. 30	Nov. 18
Vol. 34.2	Nov. 23	Dec. 17
Vol. 34.3	Jan. 21	Feb. 18
Vol. 34.4	March 24	April 29

DISPLAY ADVERTISING

All rates represent one insertion per issue.
Cancellations not accepted after closing date.

FULL COLOR

	1x	3x	5x
Full page	\$2522	\$2006	\$1785
1/2 page	1833	1460	1241
1/3 page	1517	1195	979
1/4 page	1263	943	792
1/6 page	949	751	610
1/12 page	587	399	288

BLACK & WHITE

	1x	3x	5x
Full page	\$1803	\$1432	\$1254
1/2 page	1103	803	718
1/3 page	907	714	605
1/4 page	713	563	432
1/6 page	518	411	307
1/12 page	388	311	235

COVERS (full color, full page only)

	1x	3x	5x
Inside front	\$2903	\$2412	\$2053
Inside back	2903	2412	2053
Back	2903	2412	2053

WEBSITE ADVERTISEMENTS

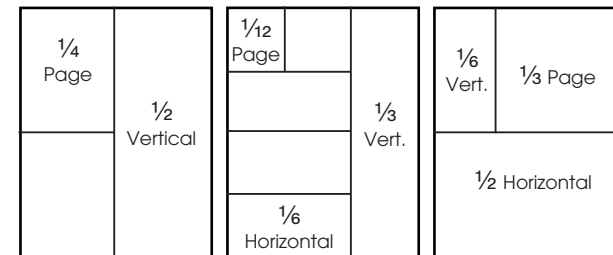
Available with concurrent print advertising contracts.

	1x (3 months)	3x (9 months)	5x (12 months)
	\$99	\$284	\$365

ORNAMENT

P.O. Box 2349, San Marcos, CA 92079 (Postal delivery)
FedEx, UPS Delivery: 1230 Keystone Way, Vista, CA 92081
Telephone: 760.599.0222 • Fax: 760.599.0228
ornament@sbcglobal.net
www.ornamentmagazine.com

SIZE SPECIFICATIONS



Ad Size in Inches	Width	Height
Full page-bleed	8.375	11.125
Trim size	8.125	10.875
Live matter should be .25 from trim for bleed ads		
Full page non bleed	7.0	9.75
1/2 page vertical	3.313	9.75
1/2 page horizontal	6.875	4.75
1/3 page	4.563	4.75
1/3 page vertical	2.125	9.75
1/4 page	3.313	4.75
1/6 page vertical	2.125	4.75
1/6 page horizontal	4.563	2.25
1/12 page	2.125	2.25

CLASSIFIED ADVERTISING

\$2.50 per word; 25 word minimum.
Full payment is due with order by closing date.
Website: \$3.00 per word; 25 word minimum.

The publishers reserve the right to reject any advertisement or copy that the publishers for any reason in their sole discretion deem inappropriate or unsuitable for publication in Ornament.

Rate Card 18 supercedes all previous rates.