

THE SAN FRANCISCO FALL ANTIQUES SHOW

Benefiting Enterprise for High School Students

CATALOGUE CONTRACT - EXHIBITOR

Deadline: July 9, 2010 Early Bird Deadline: June 25, 2010 (see below for details)

PAGE DIMENSIONS:

Full Page (trim size) 7 3/4 x 11"

Double Page Spread (trim size) 15 1/2 x 11"

All ads are in color. Bleed ads should allow 1/8" bleed on each side of page. We recommend that designers allow 3/4" safety space between all live matter (text, logos, etc.) and the edge of the page.

PRODUCTION INFORMATION:

Exhibitors are required to place a full page ad in the catalogue. Space rates reflect an all inclusive charge. **However, if the artwork submitted is non-conforming to our specifications (see reverse), i.e. no proof or if the files require any kind of trouble-shooting, further charges will apply.**

Exhibitors can opt to have the SFFAS graphics expert design an ad for them. Refer to the reverse side of the ad contract for the required materials. **Please note the price list for this service.**

If you submit your ad via a designer/ad agency, please have them adhere to the specifications on the reverse side of this contract.

Ads sent via email are NOT acceptable. **If you do not supply a contract proof with your ad, one will be produced at your cost and you will waive the right to final approval of this proof.**

MATERIALS:

All ad materials (CDs, proofs, etc.) will be furnished at the advertiser's expense. Materials will not be returned to advertiser unless a pre-paid, self-addressed package is included with the materials. Neither the SFFAS/Enterprise for High School Students (EHSS) nor the printer or design/production company can be responsible for loss due to theft, fire or delivery.

All stipulations must be embodied herein: no verbal agreements will be recognized. SFFAS/EHSS reserves the right to reject any artwork deemed unsuitable for publication. SFFAS has sole discretion as to placement of all ads in the catalogue.

TERMS OF AGREEMENT:

Initial 50% deposit due by April 16, 2010. Artwork (DVD or CD and proof) with signed contract and 50% final balance due by July 9, 2010. No advertising will be printed unless SFFAS has received a 50% deposit and a signed copy of the contract. No exceptions. Payment is **due in full for Early Bird** by June 25, 2010. No refunds for ads cancelled after August 16, 2010. A 1% per month finance charge will apply on balances not paid within 30 days of invoice date.

SEND CONTRACT/PAYMENT TO:

THE SAN FRANCISCO FALL ANTIQUES SHOW
200 Pine Street, Suite 600, San Francisco CA 94104
Tel: 415-989-9019 Fax: 415-392-7611 E-mail: sffas@ehss.org

NOTE: Send ad materials directly to our graphics expert (see back).

ADVERTISING SPACE/SIZE RATES: (check appropriate box)

Full Page	\$ 1,250	<input type="checkbox"/>
Early Bird Rate	\$ 1,000	<input type="checkbox"/>
Double Page Spread	\$ 2,250	<input type="checkbox"/>
Early Bird Rate	\$ 2,000	<input type="checkbox"/>
Four Page	\$ 4,250	<input type="checkbox"/>
Early Bird Rate	\$ 3,750	<input type="checkbox"/>

DVD or CD-ROM and a contract quality color proof required.

NON-CONFORMING AD CHARGES:

Color Proof. \$ 100 per page
Ad file intervention \$ 20 and up

DESIGN SERVICE RATES:

Color proof. \$ 100 per page
Layout per page. \$ 80 and up

MATERIALS ENCLOSED WITH CONTRACT:

(check appropriate box)

Artwork enclosed	<input type="checkbox"/>
Deposit enclosed (A deposit of 50% of the space rate charge is required. Payment in US funds required by July 9, 2010.)	<input type="checkbox"/>
Full space rate charge enclosed (Please note: Early Bird discount applies only when completed contract, artwork on a CD, and a color proof (or \$100 payment for us to create one on your behalf), and full payment are received, preferably as one submission, by June 25, 2010.)	<input type="checkbox"/>

ADVERTISER INFORMATION:

Exhibitor _____
Contact _____
Address _____
City _____
State _____ Zip _____
Phone _____
Fax _____
E-mail _____
Signature _____
Date _____

IMPORTANT: Send a copy of the opposite side of this contract to your designer/ad agency.

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Benefiting Enterprise for High School Students

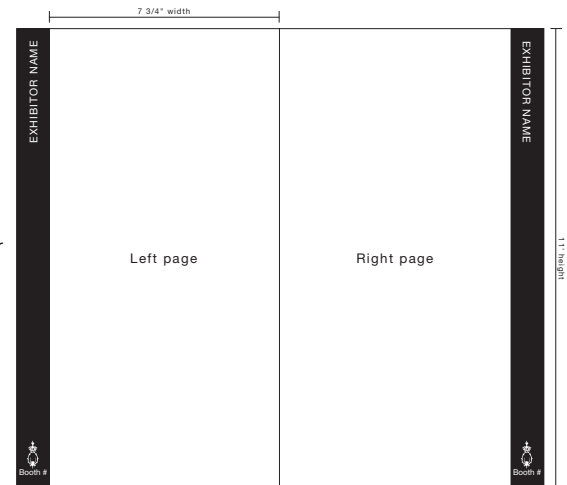
CATALOGUE ADVERTISING SPECIFICATIONS - EXHIBITOR

Deadline: July 9, 2010 Early Bird Deadline: June 25, 2010 (see reverse for details)

AD DIMENSIONS:

- Full Page** 7 3/4 x 11" (trim size)
Double Page Spread 15 1/2 x 11" (trim size)
Bleeds Bleed ads should extend beyond trim by 1/8" on all sides.
Safety Keep all live matter (logos, text, etc.) 3/4" from edges of page.

NOTE: Exhibitor ad pages will have a 3/4" black vertical border on the outside edge of each page. This area will be used by SFFAS to list the Exhibitor's name and booth number in a uniform fashion and will serve to visually differentiate the Exhibitor section of the catalogue for identification and ease of use. See diagram at right.



AD SUBMISSION SPECIFICATIONS:

- Send Ads To:** **KC Hatcher, LGS Digital**
5111 Telegraph Avenue, #308, Oakland, CA 94609
- Media Accepted** DVD or CD-ROM
- Supported File Formats** PDF files using press quality setting are preferred. For color ads, use 300 dpi CMYK images with color management turned off. Embed all fonts. For those using Acrobat 6.0 Professional or higher versions, default PDF/X - 1a settings will produce an acceptable PDF file. Other file formats can be accepted but may require additional time in pre-press and incur extra costs. PDF/X-3 files can contain profiles and are not acceptable for ad submission. Other acceptable file formats: Adobe InDesign, Adobe Illustrator, Adobe Photoshop. Flattened artwork only please.
- Max Density** All materials should comply with SWOP specifications.
- Photos** Image resolution should not be less than 300 dpi. Color images should be saved in CMYK format. DO NOT USE IMAGES IN RGB FORMAT. Spot PMS colors must be converted to CMYK format.
- Proofs** For each COLOR AD, please provide a contract quality proof matching SWOP standards that has been *approved by the advertiser*. Digital proofing encompasses a wide variety of processes and products with varying characteristics and abilities. Although many of these products are acceptable for contract proofing it is best to use caution when using digital proofing. Adhering to industry SWOP standards for proofing quality control is the best practice. Check <http://www.swop.org/certification> for a list of certified systems.

SFFAS DESIGN SERVICES:

Provide a professional quality, high resolution digital photo on CD-Rom or DVD. Include all copy for your ad in a Word file, all logos to be used in ad in high-quality digital format on the CD and provide a sketch of how you'd like the ad laid out. Your ad will be designed as close as possible to your instructions. We will provide a digital proof in PDF format via e-mail; you will need to e-mail your approval of the ad. Contact our graphics expert, KC Hatcher at LGS Digital, for more information about this service at (415) 595-2359 or (preferably) via e-mail: kc@lgsdigital.com.

ADDITIONAL INFORMATION:

- Caution !** Production charges will be incurred if alterations are necessary due to errors in ad size, type, color space, file format, or lack of a proper proof. Charges will be billed at an hourly rate.
- Questions?** Please contact KC Hatcher at LGS Digital, (415) 595-2359 or (preferably) via e-mail: kc@lgsdigital.com.