

January | Planning Issue

- Resources to prepare for the coming year
- 2017 Show Review Index
- Year-end Industry Recap

February | Money Issue

- Tax and financial tips for exhibitors

March | Subscriber Promotion

- Spring/Summer List of Shows
- Digital Giveaway

April | 200 Best Voting

- Includes the official 200 Best Ballot
- Fall/Winter Patron Pulse results

May | Poster Issue

- Show Poster Contest Winners

June | Travel Issue

- Tools for touring the show circuit
- How to save money on the road

July | Subscriber Promotion

- Fall/Winter List of Shows
- Digital Giveaway

August | Tech Issue

- Tips for artists navigating the online world

September | 200 Best Results

- Unveils 2017's *200 Best*
- Our biggest issue of the year

October | Preparation Issue

- Essential features to help exhibitors build their business

November | Patron Issue

- Spring/Summer Patron Pulse results

December | Year in Review

- Year-End industry recap

Print Advertising Rates

Four Color				
	1x	3x	6x	12x
2-Page Spread	\$2797	\$2,629	\$2,517	\$2,377
Back Cover	\$1,974	\$1,856	\$1,777	\$1,678
Inside Covers	\$1,793	\$1,685	\$1,614	\$1,524
Full	\$1,645	\$1,546	\$1,481	\$1,398
2/3	\$1,498	\$1,408	\$1,348	\$1,273
1/2	\$1,298	\$1,220	\$1,168	\$1,097
1/3	\$775	\$729	\$698	\$659
1/4	\$568	\$534	\$511	\$483
1/6	\$420	\$395	\$378	\$357

Black & White				
	1x	3x	6x	12x
Full	\$1,152	\$1,082	\$1,036	\$944
2/3	\$1,075	\$897	\$863	\$786
1/2	\$848	\$797	\$763	\$695
1/3	\$548	\$515	\$493	\$449
1/4	\$398	\$374	\$358	\$326
1/6	\$280	\$263	\$252	\$230
1/12	\$149	\$140	\$134	\$122

Web Advertising Rates & Specs

Premium Web Positions:

Homepage, Show Listings, Subscribers Only & Forum Pages:

Banner or Badge: \$450 per month

(\$300 w/ purchase of print ad)

All other pages:

Banner or Badge: \$300 per month

(\$150 w/ purchase of print ad)

Email Blast Sponsorship:

Banner or Badge: \$400 per email blast

(available exclusively to print advertisers)

Banner, Badge & Web Production:

Design:

\$50

Web banner size:

468 pixels wide x 60 pixels tall

Web badge size is:

300 pixels wide x 250 pixels tall

Email Blast banner size:

510 pixels wide x 150 pixels tall

ISSUE RUN DATE	AD SPACE RES. DEADLINE	FINAL COPY	MAIL DATE
January	11/2/16	11/5/16	11/29/16
February	12/1/16	12/4/16	12/28/16
March	1/10/17	1/17/17	2/7/17
April	2/7/17	2/14/17	3/7/17
May	3/7/17	3/14/17	4/4/17
June	4/4/17	4/11/17	5/2/17
July	5/3/17	5/11/17	6/2/17
August	6/6/17	6/13/17	7/6/17
September	6/30/17	7/11/17	8/1/17
October	8/8/17	8/15/17	9/6/17
November	9/5/17	9/12/17	10/3/17
December	10/3/17	10/10/17	10/31/17
January	11/3/17	11/10/17	12/5/17

Sunshine ARTIST 2017 Media Kit at a Glance

www.sunshineartist.com

Color profile:
U.S. Web Uncoated v2.

Gray Scale profile:
Gray Gamma 2.2

Camera-Ready Ad Specs:
Flattened **Press Ready PDF's**
with **no crop marks** and
flattened TIFF, EPS or JPG.

Color Ads:
300 dpi, CMYK, flattened,
text converted to outline and
scaled to size.

Black & White Ads:
300 dpi, grayscale, flattened,
text converted to outline (or
curves based on programs
used) and scaled to size.

Transfer process:
Send electronic ad copy/
materials to:
justinv@jonespublishing.com
FTP site: [1]ftp.jonespub.com
FTP user name: advftpuser
FTP password: jones

Send editorial submissions to:
Stephanie Hintz, stephanieh@
jonespublishing.com

<p>2-PAGE SPREAD</p> <p>LIVE AREA 16" (W) x 10.25" (H)</p> <p>Gutter .5"</p>	<p>TRIM SIZE 16.5" x 10.75"</p> <p>BLEED 16.75" x 11"</p>	<p>FULL PAGE</p> <p>LIVE AREA 7.75" (W) x 10.25" (H)</p> <p>TRIM SIZE 8.25" x 10.75"</p> <p>BLEED 8.5" x 11"</p>
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<p>2/3 PAGE VERTICAL</p> <p>4.70" x 9.75"</p>	<p>1/2 PAGE HORIZONTAL</p> <p>7.125" x 4.75"</p>	<p>1/2 PAGE VERTICAL</p> <p>4.7" x 7.25"</p>
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Camera-Ready Ad Due: One Week
after space reservation deadline.

<p>1/3 PAGE VERT.</p> <p>2.25" x 9.75"</p> <p>1/3 PAGE SQUARE</p> <p>4.70" x 4.70"</p>	<p>1/3 PAGE HORIZ.</p> <p>7.125" x 3.25"</p>	<p>1/4 PAGE VERT.</p> <p>2.25" x 7.25"</p>	<p>1/4 PAGE SQ.</p> <p>2.25" x 2.25"</p>	<p>1/4 PAGE HORIZ.</p> <p>4.70" x 3.75"</p>	<p>1/6 PAGE VERT.</p> <p>2.25" x 4.75"</p>	<p>1/6 PAGE HORIZ.</p> <p>4.70" x 2.25"</p>
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Dimensions for ads are listed in inches. Measurements are exact outside dimensions, which include the border. Camera-ready ads must be submitted exactly as the size indicates. Ads that are different than the size specified may incur an additional charge to correct the size and/or will be sent back to be corrected. No credits will be given for submitting ads that do not meet SA's required specifications.

Sunshine Artist is a perfect-bound magazine; the final trim size is 8.25" x 10.75", and all live matter must be kept .25" inside the final trim size. Bleeds are available only for 2-page spreads and full pages — advertisers not meeting print requirement may be asked to resubmit the ad in the correct size or pay a fee to extend (*if possible to do so*). Please reference the measurements provided above for correct sizes.