

# Focus On The Masters

"Connecting With The Community"

## Inside Focus

### 2005 Advertising Rates

#### Due Dates:

Winter Issue: Jan to Mar - **Nov. 10**      Spring Issue: Apr to June - **Feb. 1**

Summer Issue: July to Sept - **April 10**      Fall Issue: Oct to Dec - **Aug 4**

Camera- Ready Ad Sizes\* **ALL ADS ARE ONE OR TWO COLOR.**  
(All sizes shown in inches)

Column Sizes	Horizontal	Vertical
Full Page Available		(9 <sup>3/8</sup> W X 14 <sup>3/8</sup> H)
1/2	(9 <sup>3/8</sup> W X 7 H)	
1/4	(9 <sup>3/8</sup> W X 3 <sup>3/8</sup> H)	(4 <sup>5/8</sup> W X 7 H)
1/6	(4 <sup>5/8</sup> W X 4 <sup>3/8</sup> H)	(4 <sup>3/8</sup> W X 4 <sup>5/8</sup> H)
Business Card Size	(4 <sup>5/8</sup> W X 2 H)	(2 <sup>1/8</sup> W X 4 <sup>3/8</sup> H)

#### Rates for Quarterly Newsletter

**Full Page pricing available**

**1/2 Page V or H      \$ 600**

**1/4 Page                \$ 300**

**1/6 Page                \$ 150**

**Business Card        \$ 75**

Custom services and sizes available

**Deadline:** All ads must be received ASAP.  
(See ad application form)

\*Due  
to graphic limitations, license may be taken to adjust ad sizes

## Advertising Opportunity

**Here is an opportunity to promote your business, studio gallery or performance to art patrons throughout the county in Focus on the Masters' highly-respected quarterly newsletter, *Inside Focus*.**

The newsletter has a circulation of over 7,500 and is distributed by direct mail to a carefully honed mailing list which includes over 5,500 art patrons, educators and art advocates. Distribution increases on average of 100 people per quarter.

All proceeds raised will fund the production of the FOTM quarterly newsletter as well as contribute to the ongoing operation expenses which sustain this historic project.

\* If you send us your business card as camera-ready artwork, we reserve the right to modify the layout for our reproduction needs. **If you are unable to provide us with camera-ready art or if graphic modifications are needed, there will be an extra charge for each ad.**

**You may email your ad as a PDF to Laurie Peterson at: [petersongraphics@comcast.net](mailto:petersongraphics@comcast.net) . Please carbon copy to [support@FocusOnTheMasters.com](mailto:support@FocusOnTheMasters.com) .**

To reserve your ad space, please complete the form below and mail or fax it to the address listed below. Remember to enclose your check for the desired exposure. **Please call our office with any questions, 805/653-2501.**

Business/Studio/Artist: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Type of ad:** (please check one):

- Please renew current ad                       Business Card Size Ad \$75  
 Ad ½ Page \$600                       Ad ¼ Page \$300                       Ad 1/6 Page \$150

**PLEASE NOTE: All ads should be designed in one or two colors.**

**Please send this form, your camera-ready art and check payable to:  
Focus on the Masters/Inside Focus  
1147 E. Main St., Ventura, CA 93001**

**Phone: 805/653-2501  
Fax: 805/653-2347**