

# COAL NEWSLETTER ADVERTISING POLICY

## Overall Guidelines

1. There are two categories of newsletter advertisements: commercial advertisements and member advertisements.
2. All advertisements must be submitted in camera-ready form and be within dimension parameters established by the newsletter editor.
3. All advertisements must relate to fine arts in some way. The content of all advertisements must be approved by the newsletter editor. In cases of dispute, the Board will be the final authority.
4. The total amount of space allocated to advertisements in the newsletter will be approximately ½ page per issue. Additional space may be allocated with Board approval.

## Commercial Advertisements

Commercial advertisements are ads from outside sources offering a product or a service related to fine arts.

The following rates apply:

<u>Ad Size</u>	<u>Month to Month</u>	<u>6 Months (30% disc.)</u>	<u>12 Months (40% disc.)</u>
1/8 page	\$40.00/ Mo	\$28.00/ Mo	\$24.00/ Mo
1/10 page	\$32.00/ Mo	\$22.40/ Mo	\$19.20/ Mo
1/20 page	\$16.00/ Mo	\$11.20/ Mo	\$ 9.60/ Mo

1. For advertisements larger than 1/8 page, the size, proposed rate, and duration of the ad is approved by the Board on a case by case basis.
2. Advertiser may change the content of an advertisement at any time (subject to the approval of the newsletter editor) by submitting a revised ad in camera ready form by the published monthly deadline.
3. Any advertiser paying lower rates than those contained in this policy are grand-fathered in at their existing rates for a period not to exceed one year.
4. Advance payment in full, sent directly to the newsletter editor, is required before an advertisement will be run.

## COAL NEWSLETTER ADVERTISING POLICY

### Member Advertisement

1. Member advertisements are accepted on a month-to-month basis only and may not exceed 1/20 page without Board approval.
2. If a member advertisement is not primarily for personal financial benefit and it promotes COAL or promotes art education and/or appreciation of fine art in the community, it will be free.
3. If a member advertisement is primarily for personal financial benefit, the month-to-month advertising rate will be 50% of the current price for a month-to-month commercial ad. Exception: If a member is conducting, for a fee, a class or workshop related to art education, it will be free.
4. Member advertisements are accepted on a first-come, first-serve basis and printed, as space allows, within the overall space allocation limits established for all advertising in the newsletter.
5. If a member submitted advertisement does not meet the criteria to be accepted as a member ad, it may be submitted as a commercial ad and be subject to all of the rules and rates for commercial ads.