

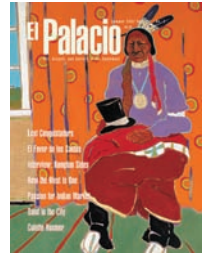
El Palacio

First published in 1913, EL PALACIO is the oldest museum magazine in the United States. EL PALACIO is a stunning tribute to scholarly achievements and research in the diverse arts, history and culture of the Southwest. EL PALACIO is a glossy, full-color, fine-art magazine published quarterly in Santa Fe, New Mexico.

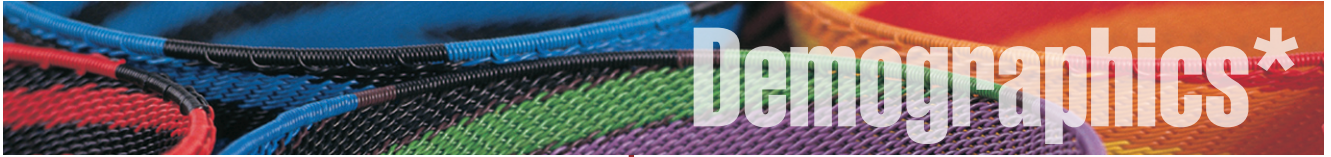
EL PALACIO features original and updated research; book excerpts; interviews with celebrated historians, authors, scholars and ethnologists; and discussions on major exhibitions and public programs at the Museum of International Folk Art, Museum of Indian Arts & Culture/Laboratory of Anthropology, New Mexico Museum of Art, Palace of the Governors/New Mexico History Museum, Office of Archaeological Studies and New Mexico State Monuments.

Subscriptions to EL PALACIO are \$24.99 for four issues (one year) and \$39.99 for eight issues (two years). For international subscribers, an additional fee of \$20 for 4 issues, or one year, applies.

WWW.ELPALACIO.ORG



El Palacio



El Palacio reaches 22,500 people
in 9,000 important households.

Who is the average *El Palacio* reader?

She is a woman in her early sixties.
She is married with no dependent children at home.
She is a member of the Museum of New Mexico Foundation.
She supports the arts.
She is a full-time resident of New Mexico.
She is well educated with a post-graduate degree.
She enjoys an annual income surpassing \$90,000.

***El Palacio* readers are affluent and local**

74% are full-time New Mexico residents, and most live in Santa Fe and the region.

About 7,500 of *El Palacio*'s readers are members of the Museum of New Mexico Foundation, the largest and most affluent art membership program in the state.

55% of Foundation members earn an annual income of \$80,000–\$100,000.

19% earn more than \$100,000 annually.

***El Palacio* readers are very well educated**

73% have a post-graduate degree, and 20% have a 4-year college degree.

***El Palacio* readers read the magazine cover to cover**

84% read at least half of the magazine, while almost a third read all of it.

* Source—Museum of New Mexico Foundation 2005 Reader Survey

El Palacio



2008-2009 Rates

	1x	2x	3x	4x
Back Cover	\$3,000	\$2,750	\$2,500	\$2,375
Inside Front Cover	\$2,250	\$2,100	\$1,850	\$1,650
Inside Back Cover	\$2,250	\$2,100	\$1,850	\$1,650
Inside Pages	\$1,950	\$1,750	\$1,500	\$1,325
1/2 Page Vertical	\$1,200	\$1,050	\$950	\$825
2-Page Spread	\$3,500	\$3,200	\$2,800	\$2,500
Placement Surcharge	\$100	\$100	\$100	\$100
Ad Design Fee	\$175 Full-Page		\$125 Half-Page	

Production Services & Charges

Advertisers are invited to submit digital ad artwork per our ad specifications. Complete copy and design services are available: all external production costs are billed at cost and ad design services are billed at a flat rate of \$125 or \$175 per ad built. Production includes design, typesetting, the high resolution scanning of a single illustration, and preparation of a composite disc. Advertiser is provided a paper proof to approve text, with a final check to be made by the client on-screen at the magazine office. Every effort is made to produce the highest quality advertising possible.

El Palacio reserves the right to refuse advertisements if the publisher deems them unacceptable or not in keeping with the tone of the publication, and refuses advertising for the sale of native materials from the pre-European period or any archaeological materials. Color separations will accurately represent the material supplied and provide pleasing color. Color corrections that differentiate from original transparency or digital files are charged at cost.

Please provide typewritten advertising copy and necessary instructions. We cannot be responsible for errors in copy that is handwritten or transmitted orally.

El Palacio

2008-2009

Ad Specifications

Trim	8.375" x 10.875" 175 line screen
2-Page Spread	16.75" x 10.875"
Full Page	8.375" x 10.875"
Half Page	Vertical only at 4" x 10.875"
Live Area	Please keep all live mater .3125" away from the trim
Bleed	All ads MUST include full bleed of .25"
Crop Marks	MUST be included and set to ad size
Format	CMYK, PDF/X-1a:2001 with compatibility of Acrobat 4
Ad Submission	E-mail ads to elpal@msdgraphics.com

Deadline

El Palacio magazine is published quarterly, in March, June, September, and December. Closing dates for advertising, including all artwork and copy, are 6 to 8 weeks prior to publication. Materials are due by the first day of each month (8 weeks prior) and digital art is due the 15th (6 weeks prior). Cancellations must be received in writing by the 1st, 8 weeks prior.

Questions regarding
ad specs, please call
505.476.1147 or e-mail
ads@msdgraphics.com

	Fall	Winter	Spring	Summer
Deadline for materials	July 1	October 1	January 1	April 1
Deadline for digital ad files	July 15	October 15	January 15	April 15

El Palacio

Advertising Agreement (part 1)

*El Palacio is
not-for-profit.*

*All revenues support
the magazine and
museum programs.*

Thank You!

Advertiser

Mailing Address _____

(_____)

Phone

(_____)

Fax

Contact Person for this Advertisement _____

Contact Email _____

Invoice to

Mailing Address _____

(_____)

Phone

(_____)

Fax

Contact Person for this Advertisement _____

Contact Email _____

Ad Size _____ 2-Page Spread _____ Full Page
_____ ½-page vertical _____ Inside Front Cover
_____ Inside Back Cover _____ Back Cover

Issue Fall 0 _____ Winter 0 _____ Spring 0 _____ Summer 0 _____

	Fall	Winter	Spring	Summer
Deadline for materials	July 1	October 1	January 1	April 1
Deadline for digital ad files	July 15	October 15	January 15	April 15

Billed at _____ x rate

Ad \$ _____

Design \$ _____

Balance \$ _____

**Please make checks
payable to:
El Palacio
PO Box 2087
Santa Fe, NM 87504-2087**

Advertisers are billed upon publication; payment is due within 30 days. Finance charges will accrue at the rate of 1.5% every 21 days on balances not paid within 30 days of billing.

_____ Ad is to be built by *El Palacio's* designer at \$175 per full-page ad, and \$125 per half-page ad. If so, **advertiser is responsible for all proofing** at the *El Palacio* office. We will contact you to arrange an appointment.

Terms and Conditions: The undersigned is authorized to contract for the above-stated company. Signatory agrees to and is familiar with the full terms and conditions on the second page if this agreement, understands that the space-rate represents only the charge for space, and is responsible for paying any charges incurred if the submitted advertisement does not meet required specifications. Advertiser releases publisher from liability in case of error or delay of release of *El Palacio*.

Accepted by:
Advertiser _____ Title _____ Date _____

El Palacio _____ Title _____ Date _____

PUBLISHER'S COPY PROTECTION

All advertisements are published for the benefit of the advertiser and/or advertising agency. Each is jointly and severally liable for all charges.

All advertisements are published upon belief that the advertiser and/or agency is authorized to publish the material. When material is submitted for publication, *El Palacio* requires that the advertiser and/or advertising agency has the consent of the administrator, executor, heirs or assigns for use of the material. The advertiser and/or advertising agency will jointly and severally indemnify and hold *El Palacio* harmless from any loss or expense, including attorney fees, that result from claims or suits based upon the advertisements, including claims for libel, violation or privacy, plagiarism and copyright infringement.

ADVERTISING POLICY

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COMMISSION

Prices are net. Recognized advertising agencies may add their commissions to the rates shown.

TERMS AND PAYMENT

Payment is due upon receipt of an invoice, which is mailed upon publication. Late charges at the rate of 1.5% on the unpaid balance are added monthly after 15 days. Advertisers pay half of the cost of their first ad in advance.

If an advertiser and/or agency defaults on the payment of a bill, the bill will be referred to an attorney or collection agency. Advertisers and/or advertising agencies are liable for all fees and costs incurred in the collections process or any legal proceedings necessary to secure payment.

El Palacio reserves the right to cancel a contract at any time. In the event of such cancellation, the advertiser and/or advertising agency charges will be due any payable immediately. *El Palacio* reserves the right to cancel a contract at any time if an advertiser and/or advertising agency's credit is deemed to be impaired, and *El Palacio* reserves the right to require payment in advance at any time prior to publication.

GENERAL POLICIES

Ad cancellations from an advertiser or advertising agency are not accepted after the scheduled issue's closing date. *El Palacio* will not be liable for failure to publish or distribute any part of any issue due to labor disputes, accidents, fire, acts of God or other circumstances beyond the magazine's control. *El Palacio* will not be liable for damages if for any reason *El Palacio* does not publish an advertisement.