



FUSION MAGAZINE

DEADLINES & ADVERTISING SPECIFICATIONS (2010)

FUSION: THE ONTARIO CLAY & GLASS ASSOCIATION, a non-profit organization, is the only Ontario Arts organization dedicated to makers, teachers and collectors of handmade clay and glass.

FUSION MAGAZINE is published three times a year with timely, informative articles on clay and glass, new and established practical techniques, personal profiles, philosophies and methods, exhibition reviews and listings, book and video reviews, calls for entry and grant information of a national scope are featured.

DISTRIBUTION: 1000 COPIES to FUSION members including artists, students, teachers, guilds, collectors, colleges and businesses, suppliers, galleries and selected newsstands plus copies at conferences, workshops and special events. We estimate our readership at over 3,000 across Canada.

FUSION Magazine Schedule 2010

	Mail-Out	Copy Due	Ads Bookings	Artwork Due
Magazine	April 14, 2010	Feb 4, 2010	Feb 26, 2010	March 10, 2010
Magazine	Sept 15, 2010	July 7, 2010	July 28, 2010	Aug 11, 2010
Magazine	Jan 14, 2011	Nov 5, 2010	Nov 26, 2010	Dec 10, 2010

FUSION MAGAZINE Display Ad Rates 2009

	Size	1 issue	3 issues
Outside Back cover*	7.75" x 10.25"	\$ 875.00	\$ 2350.00
Inside front/back cover*	7.5" x 10"	815.00	2200.00
Full page*	7.5" x 10"	795.00	2145.00
1/2 page**	7.5" x 4"	495.00	1335.00
1/4 page**	3 3/8" x 4"	295.00	765.00
1/3 page**	2 3/8" x 9.5"	300.00	800.00
1/6 page**	2 3/8" x 4"	195.00	485.00
Business Card-Horizontal**	3" x 2"	55.00	150.00
Bottom of Page Banner**	7.5" x 2"	180.00	495.00

Save 10% if 3 issues are paid in advance. Payment due at the beginning of the first issue for 3 consecutive issue discount.

* Includes colour

** Colour 5% extra

INSERTS

Depends upon weight and size. Typically a single sheet 8.5" x 11" is \$285.00.

Printing, folding and delivery to the distributor is done by the advertiser.

All rates subject to GST/HST

Registration Number – R122093826

MATERIALS REQUIRED, SPECIFICATIONS

FOR MAGAZINE: Final mechanical art for ads must be submitted in electronic format. Files should be Macintosh compatible QuarkXpress, Adobe Illustrator or “Print-Optimized” PDF. All placed images and fonts must be included with the file. Placed images and graphics can be saved as Photoshop, EPS, JPEG, PDF or TIFF format (300dpi). We accept CD-ROMs. Emailed artwork along with required images and fonts should be compressed and saved together as a (.SEA) self-extracting archive file and sent as an E-MAIL attachment to helenmrudin@gmail.com and patrick@mdwrx.com. Larger files can be submitted via our ftp server, contact Patrick (patrick@mdwrx.com) for further details. E-MAIL - Electronic files will only be accepted after paper copy or fax has been received and approved by the editor. **CHANGES:** Should you require revisions and or alterations to your material, there will be additional charges. We can create your ad. Contact Designer, Patrick Kilborn [patrick@mdwrx.com] for prices.

INSERTION AND COPY REGULATIONS – FUSION reserves the right to refuse any advertising which is deemed to be unsuitable for its publications, or does not meet product standards. Publication of any ad does not imply endorsement by FUSION. Advertisers assume full responsibility for the contents of their advertisements. The liability of FUSION for any error, omission or delay will be limited to the cost of the space paid for and occupied by the error. All orders are accepted subject to acts of nature, strike, fire and any other occurrences beyond the control of FUSION, which may prevent or delay publication, or distribution of FUSION Magazine.

IMPORTANT: WHEN AN “AD” BOOKING IS MADE, THE ADVERTISING CO-ORDINATOR WILL DIRECT TO WHOM YOUR ADVERTISING INFORMATION AND MATERIALS ARE TO BE SENT.

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