

# Why Advertise in *Studio PMC*?

**P**recious Metal Clay (PMC) inspires passion and a love of experimentation. PMC artists are readers who quickly respond to advertising for products geared toward them. *Studio PMC* connects you with these passionate PMC artists, reaching 4,000 of the jewelry world's most enthusiastic creators of handmade jewelry.

As the PMC Guild's member magazine, *Studio PMC* is mailed quarterly to the Guild's membership, totalling over 3,500. Approximately 500 other copies are distributed by senior instructors and certified artists through PMC classes and workshops held throughout the country. The PMC Guild also maintains a database of classes held around the country and sponsors a biennial conference for PMC artists.

*Studio PMC* readers range from experienced metalsmiths to artists who have just begun making jewelry. The majority of readers are building careers around the unique, handmade jewelry that PMC allows them to create. Virtually all are working in their own studios and make their own buying decisions.

**Our informal reader survey suggests that most *Studio PMC* readers**

- **Have been working with PMC for more than one year.**
- **Are successfully selling their PMC creations.**
- **Look to *Studio PMC* to expand their knowledge and techniques for using PMC.**
- **Consider *Studio PMC* advertising a great way to find equipment and supplies.**

Because many PMC artists discover metal clay after working primarily with non-jewelry media, they are eager to discover new sources for products they can use in creating PMC jewelry. Such products include findings; synthetic gemstones; dichroic glass cabochons and other decorative glass accents; tumblers; kilns; and bench tools and equipment.

Advertising in *Studio PMC* introduces your company to this fast-growing segment of the jewelry trade. You will also benefit from your very visible support of this quarterly publication, which PMC Guild members treasure with a strong sense of ownership and pride.

***Studio PMC* connects you with your target market! To reserve your ad space, call Bill Spilman toll-free at 877-878-3260, fax 309-483-2371 or e-mail [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).**

**Reach key decisionmakers today with *Studio PMC*!**



# 2007

## Editorial Calendar

# Studio PMC

Member Magazine of the PMC Guild

### Spring 2007 • Strength in Numbers

Results from a landmark study on the strength of metal clay, and what it tells us about designing and firing PMC pieces.

### Summer 2007 • Try This!

Techniques for PMC, including Prismacolor, plique a jour, and chain making.

### Fall 2007 • Speaking to the Spirit

PMC artists inspired by faith.

### Winter 2007 • Make It / Sell It

Choosing tools, making your own findings, and tips for selling your work.

## 2007 Studio PMC Ad Rates\*

Size	1x (B/W)	1x (4C)	4x (B/W)	4x (4C)
Full	625	938	563	844
1/2 page (horiz. or vert.)	375	563	338	507
1/3 page	313	469	282	422
1/4 page (horiz. or vert.)	250	376	226	338
1/6 page (horiz. or vert.)	188	282	169	254
1/12 page	125	188	113	170
Back Cover**	NA	1220	NA	1098
Inside Front Cover**	NA	1173	NA	1055
Inside Back Cover**	NA	1126	NA	1013

## PMC Guild Member Discounted Ad Rates\*

Size	1x (B/W)	1x (4C)	4x (B/W)	4x (4C)
Full	532	798	479	718
1/2 page (horiz. or vert.)	319	479	288	431
1/3 page	267	399	240	359
1/4 page (horiz. or vert.)	213	320	193	288
1/6 page (horiz. or vert.)	160	240	144	216
1/12 page	107	160	97	144
Back Cover**	NA	1037	NA	934
Inside Front Cover**	NA	998	NA	897
Inside Back Cover**	NA	958	NA	862

\*Rate per insertion.

\*\*Four-color process is included in the cover rates.

## Ad Space and Material Deadlines:

- Spring 2007 – Space: 01/12/07; Material: 01/19/07
- Summer 2007 – Space: 04/13/07; Material: 04/21/07
- Fall 2007 – Space: 07/07/07; Material: 07/14/07
- Winter 2007 – Space: 10/12/07; Material: 10/21/07

## Studio PMC Advertising Director:

**Bill Spilman**, President • Innovative Media Solutions • 320 West Chestnut St. • PO Box 399  
Oneida, IL 61467 • 877-878-3260 (toll-free)  
309-483-6467 phone • 309-483-2371 fax • bill@innovativemediasolutions.com

## Electronic File Formats & Applications:

- Quark XPress 6.5 or earlier
- Adobe Photoshop CS2 or earlier
- Adobe Illustrator EPS or TIFF files CS2 or earlier

MacOS only. If advertisement is created on a PC platform, or in program other than listed, save as a .tif, .eps, or .pdf file before sending it to us (if using .eps, make sure to embed all fonts or create outlines for fonts).

## Specifications:

- Resolution: 300 DPI (pixels/dots per inch) or higher
- Line Screen: 150 LPI (lines per inch)
- Colors: CMYK
- Acceptable Disks: CD, Jaz (1GB), Zip (100MB), e-mail, and floppy (film is not acceptable)
- Any files that DO NOT follow these specifications are subject to additional production charges.

## Mailing & E-mailing Advertising Materials:

- Send only documents created in applications listed above, or as a PDF with all images and fonts embedded.
- Collect all documents, photos, artwork, fonts, and support files in a separate folder.
- Label company name, size, and issue in subject line if e-mailing.
- If e-mailing an ad, please use a compression tool such as Stuff-It or Zip-It to compress all your files (up to 5MB).
- Submit an industry-standard color proof (Epson, Fuji, DuPont) for all color ads. Submit a black & white laser proof or fax for all black & white ads.
- Please mail color proof if ad is being e-mailed. Without a proof we cannot be held accountable for any errors.

If you have any questions or concerns about how to format or save your files, contact [jonah@sover.net](mailto:jonah@sover.net) or call Spectrum Design at 802-447-1778.

## Design Services:

Don't have an ad ready to go? We are happy to create your ad for you. Our rate for design work is \$60/hr with a \$25 minimum.

## Agency Commission:

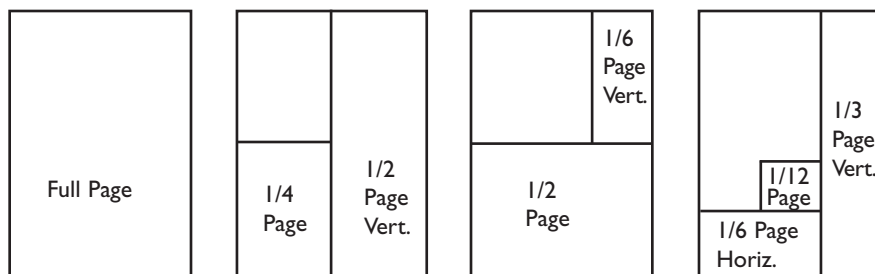
15% agency commission is allowed to recognized advertising agencies on space, color and position, provided the account is in good standing.

## Mechanical Specifications:

Publication trim size: 8.5" x 11", saddle stitched. Ad dimensions are specified at right. On full-page bleed ads, please keep all copy .375" from the edge of the page. Web offset printing.

Space	Width x Depth
Full Page Bleed	8.75" x 11.25"
Full Page Trim	8.5" x 11"
Full Page Non-Bleed	7.5" x 10.25"
1/2 Page (horiz)	7.5" x 5"
1/2 Page (vert)	3.625" x 10.25"
1/3 Page (vert)	2.389" x 10.25"
1/4 Page	3.625" x 5"
1/6 Page (horiz)	4.944" x 2.4"
1/6 Page (vert)	2.389" x 5"
1/12 Page	2.389" x 2.4"

## Layout Guide



**Studio PMC**  
Member Magazine of the PMC Guild

**Contact Information**

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province/Country \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web Site \_\_\_\_\_

**Rate Information (see rate sheet for pricing)**

PMC Guild member       Nonmember

**Payment Information (all payments are due on the contract deadline)**

Check Enclosed      Check # \_\_\_\_\_

**Please Check all that apply:**

Issue(s):	Year
<input type="checkbox"/> Spring	_____
<input type="checkbox"/> Summer	_____
<input type="checkbox"/> Fall	_____
<input type="checkbox"/> Winter	_____

**Ad Size:**

Outside Back 1/2 page  
 Inside Front Cover  
 Inside Back Cover  
 Full Page  
 1/2 Page  
 1/3 Page  
 1/4 Page  
 1/6 Page  
 1/12 Page

**Ad Color:**

Four-Color Process  
 2nd Color  
 Black and White

**Rate Calculator**

Ad Rate \$ \_\_\_\_\_  
 number of issues: \_\_\_\_\_  
 TOTAL: \_\_\_\_\_

**Notes:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**This contract constitutes an agreement between PMC Guild and the advertiser.**

1. All advertising is subject to PMC Guild approval. The PMC Guild reserves the right to reject any advertising that it believes does not meet the standards of the association or that may be deemed offensive in any way.
2. The PMC Guild's liability for error will not exceed the ad rates for the ad in question.
3. The PMC Guild will be held harmless from any liability arising from the possible loss or damage to any and all elements supplied for the purpose of reproduction of advertisements in PMC Guild publications.
4. Advertisements that are not in the appropriate electronic format will incur composition and /or production charges, which will be billed to the advertiser at current market rates. MS Word files, line art, and laser submittals are unacceptable.
5. All advertisers must supply an accurate proof by the artwork deadline. Acceptable proofs are specified on the Specifications sheet. The PMC Guild cannot guarantee the quality of your printed ad if an accurate proof is not provided.
6. With the exception of the covers, ad position is not guaranteed. The PMC Guild will make every effort to meet position requests, but assumes no obligation to meet those requests.
7. Written notice of cancellations must be received by the copy deadline.
8. Payment in full must accompany contract to reserve space. No ad will run if payment is not received by the reservation deadline.
9. Artwork will be destroyed 12 months after the last insertion unless specific written instructions are received indicating the art is to be returned.
10. It is the advertiser's responsibility to ensure that the ad dimensions are correct. Dimensions for all ad sizes are listed on the Specifications sheet.

I understand that my ad will not run if payment is not received by the reservation deadline. I agree to follow all Studio PMC advertising policies as stated above.

Signature \_\_\_\_\_ Date \_\_\_\_\_