



Artist Ad Rates for returning artists 2009 The 10th Year Edition

Handmade Tile Association
34 Thirteenth Ave NE
Minneapolis, MN 55413
612-781-6409
www.handmadetileassociation.org

The only "Full Color" directory of
handmade tile and mosaic artists in the country

10,000 directories are printed and distributed every year.

New this year web adverting

Deadline

October 15th, 2008

Sample page layout two artists per page

<p>In this area make a description of company and or art. Please keep description <u>10pt type, under 80 words</u> COMPANY NAME Artist Name Address City, State, Zip Phone Fax e-mail Web Site</p>	<p>Artist #1 1/2 page Artist image size 3.85" x 3.85"</p>	<p>In this area make a description of company and or art. Please keep description <u>10pt type, under 80 words</u> COMPANY NAME Artist Name Address City, State, Zip Phone Fax e-mail Web Site</p>
<p>Artist #2 1/2 page Artist image size 3.85" x 3.85"</p>		

Less is More

Make sure your ad tells who, what, where, why, and when

New National HTA Website

We have upgraded our website with a regional map section for potential patrons to find you in your area. www.handmadetileassociation.org is on the first page of dozens of keyword searches including "handmade tile" on Google. Visit our website and find out how you can get a free web link

Get your name out to those looking for handmade tile

10,000 directories are printed and distributed every year.

The most affordable print advertising you will ever do!

You must be a tile or mosaic artists to be listed in this section

Advertise in the 2009 Handmade Tile Association Directory

Artist Combo Deal

\$180 for Artist Ad and web link

Ala Cart Prices

\$180 Print only

\$180 Web only

You must be a current \$35 Business Member of the HTA to be listed in the artist area.

Image Size

Height 3.85 x Width 3.85 decimals 300 dpi - CMYK Format. Please send as a JPEG or PDF

Text Area - Submit separate from image as an e mail or as a word document

In this area make a description of your company and or art. Please keep description 10pt type, Under 80 words. Please look at 2008 Directory to get ideas of how you would like to craft your description. Less is more, make sure your ad tell who, what, why, where, and when.

Computer Info

The HTA is PC based. You can send your ad by e-mail or CD. Images should be 300 dpi. All images should be in CMYK. The HTA creates the directory in QuarkXPress 4.0 and in Photoshop 7.0. We will send a proof only if requested. Or attend the proofing party, date to be announced.

Deadlines

Must have ad and payment by Monday October 15th, 2008.

Late Ads

Ads received after October 15th will be considered late. \$35 late fee charge for ads received between October 15th and the 31st.

Need Design Help?

Don't have time to create an ad or don't have the software? For \$100 The HTA can make one for you. Contact HTA for more info.

Send Ads & Payment to

Checks should be sent to and made payable to:

Handmade Tile Association
34 13th Ave NE
Minneapolis, MN 55413

Payment is due with copy.

Questions call

Josh Blanc - 612-781-6409

e-mail - info@handmadetileassociation.org

Please fill out Artist registration form and send in with CD or you can send your images in by e mail.



ARTIST REGISTRATION

form for returning artists

2009 directory advertising

Handmade Tile Association
 34 Thirteenth Ave NE
 Minneapolis, MN 55413
 612-781-6409
www.handmadetileassociation.org

Company Name: _____

Contact Name: _____

Address: _____

City/ST/Zip _____

Phone _____

Fax _____

E-mail _____

Website _____

I am a current member here is my member # _____
 (if you lost your # please contact the office) Memberships are due annually.

I would like to get a membership and start saving
 \$25 Friend Membership (no discounts just friend)

\$35 Business Membership (10% discount on advertising)

\$50 Super Membership (15% discount on advertising)

Membership gets you more than ad discounts: Newsletters, invites to HTA meetings, free admission into the tile festival. Event posting on the website and more.

Size	Ad Dimensions	Non Member Rate	Member Rate	Super Member Rate	select your rate
Artist only section BEST DEAL This price only for return artist from 2008					
3.85 x 3.85 IMAGE SIZE - text 80 words - Price includes print, and web link					
	1/2 horizontal	\$ 180	\$ 162.00	\$ 153.00	\$ _____

ALA CARTE

Print Only

3.85 x 3.85 IMAGE SIZE - text 80 words					
	1/2 horizontal	\$ 180	\$ 162.00	\$ 153.00	\$ _____

Web only advertising (NEW)

Image and link		\$ 180	\$ 162.00	\$ 153.00	\$ _____
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REGULAR DISPLAY ADVERTISING RATES display ads get free web link

<u>Line listing & web link</u>		\$ 99	\$ 89.10	\$ 84.15	\$ _____
3.25 x 1.7	1/8	\$ 140	\$ 126.00	\$ 119.00	\$ _____
3.18 x 3.87	1/4	\$ 275	\$ 247.50	\$ 233.75	\$ _____
6.66 x 3.87	1/2 horizontal	\$ 499	\$ 449.10	\$ 424.15	\$ _____
3.87 x 6.66	1/2 vertical	\$ 499	\$ 449.10	\$ 424.15	\$ _____
7 x 8	Full	\$ 999	\$ 899.10	\$ 849.10	\$ _____
7 x 8	inside cover front or back	\$1200	\$1080.00	\$1020.00	front or back \$ _____
7 x 8	back cover	\$1500	\$1350.00	\$1275.00	\$ _____

If you are taking out a regular display ad please state the category would you like to be listed under?

_____ please review the directory or the website. If you do not see a category that fits you we will make one for you

Send to: Handmade Tile Association
 attn: Josh Blanc
 34 Thirteenth Ave. NE suite 109
 Minneapolis, MN 55413

Questions

Contact Josh Blanc
josh@handmadetileassociation.org
 612-781-6409

Add membership \$ _____
 \$25, \$35, \$50

TOTAL \$ _____

Payment is due with copy
 Check and cash only
 please do not send cash through the mail