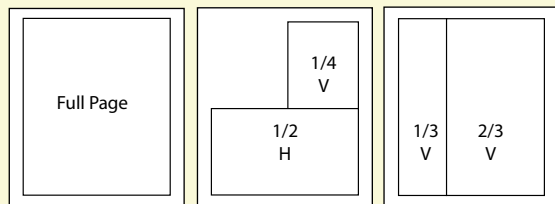


Print Ad Size Information

Groutline,
 Member Directory,
 Registration Brochure

Size	Width x Height
Live area not to exceed	8" x 10"
Full page no bleed	8" x 10"
2/3 page vertical	4.75" x 10"
1/2 page horizontal	7.75" x 5"
1/3 page vertical	2.25" x 10"
1/4 page vertical	3.75" x 4.75"

* No Full Bleed Ads



Closing Dates

2010 Conference Registration Brochure
 Ad Closing: October 15, 2009
 Digital Artwork due: October 30, 2009
 Publication date: November 2009

Groutline Winter 2010 Pre-Conference Issue
 Ad Closing: October 30, 2009
 Digital Artwork due: November 17, 2009
 Publication date: January 4, 2010

Groutline Spring 2010 Post-Conference Issue
 Ad Closing: February 4, 2010
 Digital Artwork due: February 18, 2010
 Publication date: April 22, 2010

Groutline Summer 2010
 between May 21, and 2010
 Ad Closing: April 30, 2010
 Digital Artwork due: May 21, 2010
 Publication date: July 2, 2010

Groutline Fall 2010
 Ad Closing: July 30, 2010
 Digital Artwork due: August 20, 2010
 Publication date: October 4, 2010

2010 Member Directory
 Ad Closing: June 21, 2010
 Digital Artwork due: July 6, 2010
 Publication date: August 6, 2010

Online Opportunities

SAMA Website Banner Ads

Ad Closing: Rolling reservations, space-available basis

Digital Artwork due: 7 days prior to posting

Publication date: Jan 1, March 1, May 1, July 1, Sept 1, Nov 1, 2010

Andamento Banner Ads

Ad Closing: Rolling reservations, space-available basis

Digital Artwork due: 7 days prior to posting

Publication date: 15th of each month'

Digital Specifications for Ads

Groutline, Member Directory, Registration Brochure

Acceptable software include:

Electronic Adobe Acrobat PDF file. Saved as high quality for print.

EPS or Tiff 300 dpi at print size with fonts embedded. All colors and images must be CMYK. Pantone and spot colors cannot be accepted.

Not Accepted: JPG, Quark, Indesign, Page Maker or Word files.

Acceptable storage media include:

CD only. No Zip disc.

What to send on CD: PDF EPS or TIFF file, including all support files, such as logos, images, and screen and printer fonts (postscript fonts only, no True Type). All images must be composite 300dpi, CMYK. Pantone and spot colors cannot be accepted.

Email Requirements:

Groutline:
 groutline@americanmosaics.org

All other ads:
 dawnmarie@americanmosaics.org
 PDF, TIFF or EPS for compression use Stuffit.

Terms and Conditions

Digital ad files are due 10 days after closing date. Exceptions must be cleared with the designer.

Contracts may be canceled at short rate any time before closing date for space reservations. After the closing date, the advertisement cannot be cancelled.

Latest previous advertisement will be repeated when materials are not received within 10 days after closing date, or if written instructions to repeat are emailed to either of the addresses above.

Preferred Positions: *Groutline* prime positions, subject to space availability and content approval, available at 5% premium above applicable rates, after discount. Prime locations consist of inside front cover and 1/2 page back cover. All other locations are based on edit flow.

Billing

Payment due upon receipt of invoice.

On new accounts, full payment for first ad is due on the closing date. Existing accounts are due net 30 days from invoice.

5% discount available if all ads paid for in full within 60 days of booking.

No exceptions.

Errors

Claims for adjustment must be made within 15 days of publication. SAMA's liability for any error shall not exceed the cost of the space occupied by the ad.

Acceptability

SAMA reserves the sole right to reject any advertising deemed unacceptable.

Mailing Instructions

Send all advertising payments and CDs to:

Dawnmarie Zimmerman

Executive Director

SAMA

PO Box 624

Ligonier, PA 15656

Voice: 866-902-SAMA

Fax: 724-238-3973

Sales and Information:

Brian Felix at

advertising@americanmosaics.org

or call 951-204-7887



SAMA
 Society of
 American Mosaic Artists

www.americanmosaics.org

Cover Artist: Lynn Adamo



ADVERTISING RATES AND SPECIFICATIONS 2010

Groutline

Conference
 Registration
 Brochure

Member
 Directory

Banner Ads



NEW LOWER RATES

from the Society of American Mosaic Artists

The Society of American Mosaic Artists (SAMA) is the leading mosaic organization in the U.S. reaching thousands of active mosaicists in studios large and small, arts educators, collectors, and aficionados, as well as manufacturers, resellers, and distributors of mosaic materials, supplies, and tools. Paid membership exceeds 1,200, reaching into 48 states. International members represent about 7% of the total.

SAMA is pleased to offer advertising in several of its print and electronic publications.

A highly targeted market segment with no waste.

Place your ad in **Groutline**, SAMA's high-quality, four-color quarterly journal, now expanded and filled with news and announcements and articles that showcase individual artists, mosaic teaching/learning experiences, aesthetic and technical issues, the business of mosaics, book reviews, and two must-read features: Ask A Pro and Step By Step. Mailed to members in Winter, Spring, Summer, and Fall, **Groutline** is also posted online, with additional circulation through mosaic academies and art schools, industry conferences, selected galleries, and member sharing.

Your ad stands out in a SAMA publication, with the bonus of high retention rate.

Boost your four-season Groutline message by advertising in SAMA's new **Member Directory**. With listings for individual, corporate, and patron members, this booklet is the mosaic "White Pages" in the U.S., referenced constantly at the desk and in the studio. Published each summer, it's a must for advertisers hoping to stay top-of-mind with SAMA's community of online buyers of mosaic- and art-related goods and services.

Teachers and suppliers share SAMA publications with new artists and hobbyists, introducing your products and services to tomorrow's customers.

Reinforce brand recognition and pump up Holiday and post-Holiday business with an ad in the four-color **Conference Registration Brochure**, mailed to SAMA members in November and referred to throughout the winter leading up to the annual spring conference. Your ad in the print version will also appear in the online PDF of this publication, giving you extra reach and exposure.

In addition to these print opportunities, we offer exclusive **click-through banner ads** on high-traffic pages of the **SAMA website**, www.americanmosaics.org, and in our monthly email newsletter, **Andamento**. Let SAMA deliver throngs of mosaic shoppers to your e-doorstep.

Our Publications



Groutline



Conference Registration Brochure



Membership Directory 2009



SAMA Website



Andamento e-newsletter

SAMA Publication Program – Updated October 2009

		4 - Color	Page Size	Frequency	Season	Circulation
A	Groutline	Yes	8.5 x 11	4x/year	Quarterly	1,700 +
B	Conference Registration Brochure	Yes	8.5 x 11	1x/year	Fall/ Winter	1,200 +
C	Member Directory	Yes	8.5 x 11	1x/year	Summer	1,200 +
D	Website Banner Ad	Yes	Please inquire	6x/year, four placements	2-month run, thruout year	
E	Adamento Banner Ad	Yes	Ad size: 4x3" or 3x4"	12x/year, 1ad per issue	Monthly	1,200

Rate Information – Updated October 2009

		Full Page	2/3 Page Vertical	1/2 Page Horizontal	1/3 Page Vertical	1/4 Page Vertical
A	Groutline	\$720.	\$506.	\$382.	\$254.	\$194.
B	Conference Registration Brochure	\$720.	\$506.	\$382.	\$254.	\$194.
C	Member Directory	\$720.	\$506.	\$382.	\$254.	\$194.
D	Website Banner Ad	\$540.				
E	Adamento Banner Ad	\$540.				

No ads smaller than 1/4 page. Four color process only. No PMS or match color. Rates based on supplied artwork that meet our production specifications.

NEW! Member Directory Mini Ads (size of business card) Just \$100.

Discount Options

SAMA Sponsors

10% discount for 2010 SAMA Sustaining Contributors (Bronze level and higher). 5% discount for 2010 SAMA Benefactor, Advocate, and Friend.

Frequency Discounts

10% for 4 insertions in **Groutline** or 4 insertions in a combo package (2 GL + B + C). 5% for 2-3 insertions in **Groutline** or a 2-3 combo package (1 GL + B + C or 2 GL + B or C).

Pre-pay Discount*

5% if all ads paid for in full within 60 days of booking. No exceptions.

*This discount in addition to Sponsor or Frequency discounts.

Maximum discount allowed: 15%.

For Sales and Information
Contact Brian Felix at
advertising@americanmosaics.org
or call 951-204-7887