

ISGB

International Society of Glass Beadmakers

2016 Media Kit Glass Bead Evolution

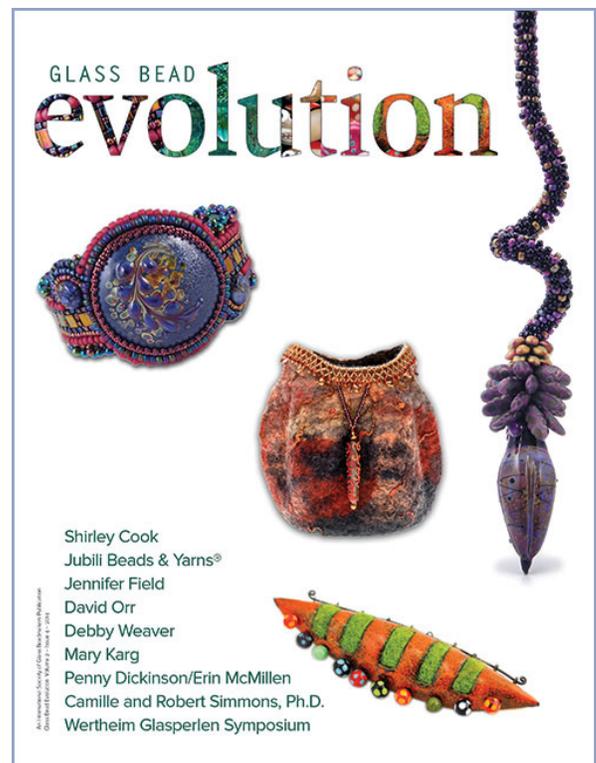
The International Society of Glass Beadmakers (ISGB) is the leading organization for the promotion, education, and appreciation of the art of glass and beadmaking for wearable, sculptural, and functional art.

Now an all digital publication, *Glass Bead Evolution* provides content that complements the ISGB mission statement and programs that move the organization forward and in new directions, making it more than a membership publication. The organization continues to expand its readership and target audience to provide artists, designers, educators, studios, galleries, suppliers, and museums with unique opportunities to reach new markets.

Glass Bead Evolution is a magazine created by beadmakers for beadmakers and is inclusive of other mediums. Every issue features a complementary medium or technique while maintaining a strong emphasis on glass. In the new digital format, a greater emphasis is placed on marketing the publication to the entire glass community and the general public, reaching members, non-members, artisans, collectors, and more worldwide.

Glass Bead Evolution provides its readership robust content that includes insight into artists' private worlds, tours of fascinating venues, tips and techniques for both glass and complementary mediums, a showcase of exquisite work, and reviews of tools, materials, tutorials, and books.

We invite you to join us in our creative journey through the worlds of glass and complementary mediums.



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Contact

Kristi Brokaw
sales@isgb.org

2016 Editorial Calendar

Issue 1:

Buttons and Cabs

Reservation deadline: January 30, 2016
Ad submission deadline: February 15, 2016
Publication date: Late March 2016

Issue 2:

Functional Glass

Reservation deadline: April 30, 2016
Ad submission deadline: May 15, 2016
Publication date: Late June 2016

Issue 3:

Our Natural World - Sculptural Glass

Reservation deadline: July 30, 2016
Ad submission deadline: August 15, 2016
Publication date: Late September 2016

Issue 4:

Inclusions

Reservation deadline: October 30, 2016
Ad submission deadline: November 15, 2016
Publication date: Late December 2016

Specifications

Press-ready PDF, JPG, TIF formats accepted. CMYK required. All fonts and images must be embedded. Images must be in minimum resolution of 300 dpi at 100% actual size.

All ads will link directly to one URL, as listed on ad or otherwise specified.

If you have any questions, please email:
marketing@isgb.org

Submission

For files under 5mb in size email electronic files, ad copy and linking URL address with your company name, size, and issue in the subject line to:

Kristi Brokaw
sales@isgb.org

For files over 5mb email for instructions.
marketing@isgb.org

ISGB assumes no responsibility for color reproduction when ad copy proof is not submitted.



International Society of Glass Beadmakers

2016 Rates

| Ad Size | Dimensions width x height | Non-Members | Members | | Affiliate and Corporate | |
|---------------------------|------------------------------|-------------|---------|--------|-------------------------|--------|
| | | 1x | 1x | 4x+ | 1x | 4x+ |
| Back cover | | n/a | n/a | n/a | \$ 850 | \$ 770 |
| Inside front / back cover | | n/a | n/a | n/a | 685 | 625 |
| Full page / bleed | | \$ 565 | \$ 510 | \$ 425 | 475 | 385 |
| Bleed | 8.50" x 11.00" | | | | | |
| Trim | 8.25" x 10.75" | | | | | |
| Live area | 7.75" x 10.25" | | | | | |
| Full page / non bleed | 7.00" x 9.75" | 565 | 510 | 425 | 475 | 385 |
| 1/2 page horizontal | 7.00" x 4.75" | 385 | 375 | 300 | 320 | 250 |
| 1/3 page horizontal | 4.57" x 4.75" | 345 | 325 | 250 | 275 | 225 |
| 1/4 page | 3.35" x 4.75" | 300 | 265 | 215 | 225 | 180 |
| 1/6 page horizontal | 4.57" x 2.22" | 190 | n/a | 150 | n/a | 150 |
| 1/12 page ¹ | 2.125" x 2.22" | 150 | n/a | 110 | n/a | 100 |

Rate Policy

Singular ad placements are invoiced at the time of the ad placement. Terms: Net 30 days.

Multiple insertion rates are based upon a prepayment commitment and a signed contract. Full payment for all the placements is invoiced at the time of the first placement. Installment payments may be pre-arranged. If a full payment for all ad placements is submitted within 30 days of the first invoice, a 2% discount can be applied.

¹1/12 page ad size. Multiple insertion only.

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Full page / bleed

Bleed — 8.50" w x 11.00" h

Trim — 8.25" w x 10.75" h

Live area — 7.75" w x 10.25" h

Full page / non bleed — 7.00" w x 9.8" h

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1/12 page —
2.125" w x 2.22" h

1/6 page horizontal — 4.57" w x 2.22" h

1/2 page horizontal — 7.00" w x 4.75" h

1/4 page — 3.35" w x 4.75" h

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1/3 page — 4.57" w x 4.75" h

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Sample Pages

contents

Stephanie Sersich

Stephanie Sersich is a professional jewelry designer and beadwork artist. She has been designing and creating jewelry for over 20 years. Her work is inspired by nature and the colors of the rainbow. She has a passion for creating unique and colorful pieces that are both functional and beautiful. Her work has been featured in numerous magazines and books, and she has been a speaker at several beadwork conferences. She is currently working on a new collection of jewelry that will be available in the fall.



Artist Spotlight — Glass + Medium

Metal Me This

Linda L. Lutz is a professional jewelry designer and beadwork artist. She has been designing and creating jewelry for over 20 years. Her work is inspired by nature and the colors of the rainbow. She has a passion for creating unique and colorful pieces that are both functional and beautiful. Her work has been featured in numerous magazines and books, and she has been a speaker at several beadwork conferences. She is currently working on a new collection of jewelry that will be available in the fall.



Art Partners

Creative Process and Inspiration

Stephanie Sersich is a professional jewelry designer and beadwork artist. She has been designing and creating jewelry for over 20 years. Her work is inspired by nature and the colors of the rainbow. She has a passion for creating unique and colorful pieces that are both functional and beautiful. Her work has been featured in numerous magazines and books, and she has been a speaker at several beadwork conferences. She is currently working on a new collection of jewelry that will be available in the fall.



Artist Insights — Glass

Importance of Studio Ventilation

Stephanie Sersich is a professional jewelry designer and beadwork artist. She has been designing and creating jewelry for over 20 years. Her work is inspired by nature and the colors of the rainbow. She has a passion for creating unique and colorful pieces that are both functional and beautiful. Her work has been featured in numerous magazines and books, and she has been a speaker at several beadwork conferences. She is currently working on a new collection of jewelry that will be available in the fall.



Science & Safety — Glass

Rustic Treasure Bracelet

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Tutorial

Encore - Members' Showcase

Stephanie Sersich is a professional jewelry designer and beadwork artist. She has been designing and creating jewelry for over 20 years. Her work is inspired by nature and the colors of the rainbow. She has a passion for creating unique and colorful pieces that are both functional and beautiful. Her work has been featured in numerous magazines and books, and she has been a speaker at several beadwork conferences. She is currently working on a new collection of jewelry that will be available in the fall.



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Advertising Terms and Conditions

All invoices are due and payable within 30 days of invoice. All unpaid balances are subject to a .5% per month (6% per year) interest rate charge.

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Reduction in advertisement frequency following commitment will result in a surcharge equal to the difference between the multiple and single insertion rates for all past insertions as well as the remainder of the committed term. Reduction in advertisement size following commitment will result in a surcharge equal to 50% of the difference in insertion rates between the initial and revised advertisement term.

The Advertiser may not cancel orders or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate discounts for the remainder of the committed term.

The Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges shall become immediately due and payable in full.

The Publisher reserves the right to reject or cancel any advertisement which,

in the opinion of the Publisher, does not conform to the standards of the publication.

The Publisher is not responsible for any loss or damage to any material of the Advertiser while such material is in transit, or in the possession of the Publisher for more than three months.

The Advertiser recognizes that the quality of reproduction of an advertisement is largely dependent upon the quality of the material furnished by the Advertiser to the Publisher, including without limitation, the quality of the photographs, digital files, etc.

The Advertiser recognizes and agrees that the Publisher shall not be liable for: a) delays in publication of the magazine; b) failure to publish the magazine; c) distribution or deadline date changes; d) defects in quality (i.e. errors or omissions) where such defects are not solely the fault of the Publisher; but, where they are, the Publisher's liability in no event shall be more than: 1) returning all or a portion of the fee for defective advertising; or 2) running a replacement advertisement (or "comp"); or running another advertisement at a reasonable discount, which discount shall be proportionate to the degree of error or extent of the defect.

The Publisher, in its sole discretion, may accept or reject all materials submitted for advertising. The Publisher reserves the right to refuse to publish any material not in keeping with Glass Bead Evolution or the International Society of Glass Beadmakers editorial philosophy, style, or standards.



Advertiser Contact Information

Business Name:

Ad size: _____

Number of ads: Single insertion _____ Multiple insertion: _____

Link for ad: _____

Contact Name: _____

Email Address: _____

Phone number: _____

Billing information

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____