

## 2020 Media Kit

### Glass Bead Evolution/Bead Release

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.

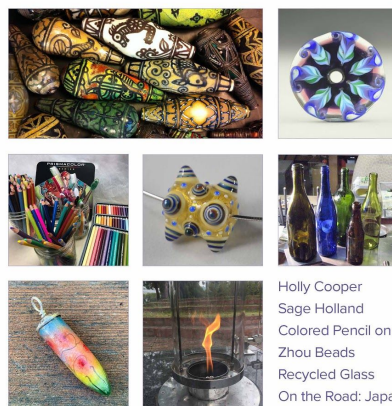
*Glass Bead Evolution* is a magazine created by beadmakers for beadmakers and is inclusive of other mediums. Every issue features a complementary medium or technique while maintaining a strong emphasis on glass. In the new digital format, a greater emphasis is placed on marketing the publication to the 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.

*Bead Release* is a monthly e-newsletter. It is a platform for educational information offering helpful hints and tips, tutorials, and event links to creative community news and workshops. It also includes a monthly message from our ISGB President.

### GLASS BEAD evolution



Holly Cooper  
Sage Holland  
Colored Pencil on Glass  
Zhou Beads  
Recycled Glass  
On the Road: Japan

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## Contact

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[sales@isgb.org](mailto:sales@isgb.org)

## 2020 Editorial Calendar

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### **Glass Bead Evolution Issue 1: Building Gathering Excitement**

Reservation deadline: Jan 1, 2020

Ad submission deadline: Jan 15, 2020

Publication date: February 2020

### **Issue 2:**

#### **Summer**

Reservation deadline: March 30, 2020

Ad submission deadline: April 15, 2020

Publication date: May 2020

### **Issue 3:**

#### **Fall**

Reservation deadline: July 1, 2020

Ad submission deadline: July 15, 2020

Publication date: August 2020

### **Issue 4:**

#### **Winter**

Reservation deadline: October 1, 2020

Ad submission deadline: October 15, 2020

Publication date: November 2020

## 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](mailto:marketing@isgb.org)

## Submission

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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: [sales@isgb.org](mailto:sales@isgb.org)

For files over 5mb email for instructions. [marketing@isgb.org](mailto:marketing@isgb.org)

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



International Society of Glass Beadmakers

## 2020 Rates:

### Glass Bead Evolution Published Quarterly

Ad Size	Dimensions	Price per issue
	width x height	
Full page	8.50" x 11.00"	\$140
1/2 page	7.00" x 4.75"	\$75
1/4 page	3.35" x 4.75"	\$40
Business card insert - Affiliate & Professional members only	3.50" x 2.00"	\$20

## Corporate Member Advertising Benefit

Corporate members will receive one free 1/2 page advertisement per year. Glass Bead Evolution has space for up to three corporate member benefit ads per issue, contact [sales@isgb.org](mailto:sales@isgb.org) to schedule insertion.

## Rate Policy

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

## Sample Pages



Artist Spotlight — Glass + Medium



Artist Insights — Glass



Science & Safety — Glass



Tutorials



International Society of Glass Beadmakers

## 2020 Rates: Bead Release Published Monthly

		Price per issue	
width x height		1x	11x
		Not published during the Gathering	
Rectangle	4.5" W x 2.25h	\$25	\$20

### Rate Policy

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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.

## 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 charged.

Singular ad placements are invoiced at the time of the ad placement. 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.

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 the 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:**

\_\_\_\_\_

Contract start date: \_\_\_\_\_ end date: \_\_\_\_\_

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: \_\_\_\_\_