

# 2023–24 Ad Rates and Dimensions

## TO THE POINT

	Full Page (Bleed or No Bleed)	Half Page	Quarter Page
<b>Individual Member</b>			
Black & White	\$ 161	\$ 129	\$ 97
Color	600	480	360
<b>Member Small Business</b>			
Color only	\$ 840	\$ 672	\$ 504
<b>CPSA Patron Members*</b>			
Color only	\$ 1,200	\$ 960	\$ 720
<b>CPSA Sponsor Members</b>			
Color only	\$1,600**	\$1,360**	\$ 1,020

\*Patron members may elect annually to receive one free half-page color ad or one full-page color ad at half price.

\*\*Sponsor members may upgrade to Patron level for \$500 to receive all Patron benefits, including advertising offer.

**To The Point** is a full-color news magazine focused on the fine art medium of colored pencil and activities of the Colored Pencil Society of America (CPSA), which promotes and supports the medium and the society's member artists. *To The Point* is published by CPSA twice annually, each May and November. The magazine is mailed to CPSA members as a benefit of membership. Reach is more than 1,800 members and associates.

### "Individual Member" Rate Definition

Individual CPSA members promoting their own products, publications (featuring their own work), or educational/training programs (classes, workshops, etc.) presented solely by the individual member.

### "Member Small Business" Rate Definition

Individual CPSA members promoting businesses that market other artists' products (e.g., in a gallery or online), publications featuring multiple artists, programs, or workshops offered by instructors other than the member or by multiple instructors, and mass-produced kits, art supplies, drawing aids, or other products.

### Reservation and Payment Deadlines

#### May issue:

Space reservation—February 15

Ad and payment due—March 15

#### November issue:

Space reservation—August 15

Ad and payment due—September 15

Ask your contact for mailing address for checks or about other payment options. Make checks payable to **CPSA**.

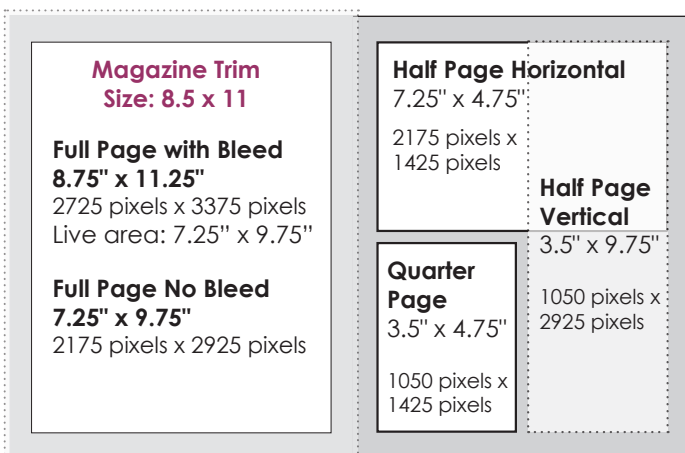
### Contact for Patron and Sponsor Members

Melissa Miller Nece, CPSA, CPX  
Corporate Relations Director  
corporaterelations@cpsa.org

### Contact for Individual and Small Business Members

CJ Worlein, CPSA  
Creative Image Director  
image@cpsa.org

## Digital Ad Material Specifications



### File Formats

Ad must be submitted digitally. PDF, JPG, EPS, and TIFF formats are acceptable. Black and white ad rates apply only to CPSA individual members. Others submitting black and white ads will be charged at the applicable color rate.

**Color ads must be converted to CMYK.** See diagram above for ad specifications.

CPSA does not send proofs, nor guarantee specific page placement.

### How to Submit Your Ad

Submit the digital file to your contact's email address (at left). Please include your member or organization name in the file name.

*Advertising in To The Point does not constitute an endorsement by CPSA. CPSA reserves the right to refuse any advertisement. All decisions are made by the editorial staff.*