

Faux Effects World®

The International Magazine of Decorative Finishing and Fine Art



2009 Rates and Specifications

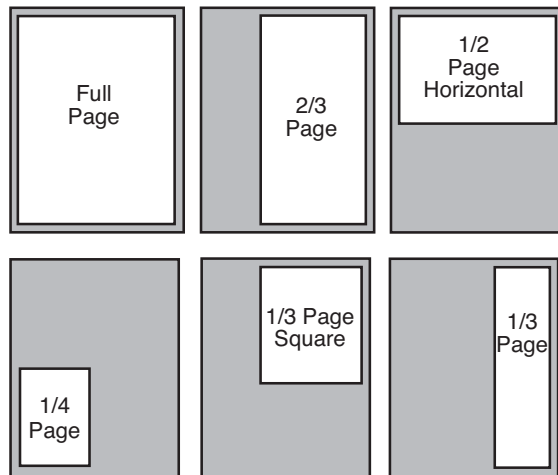
- All advertising will be in full color.
- Deadline for non camera-ready ads - April 15, 2009.
- Deadline for camera-ready ads - April 30, 2009.
- 35% Graphic art charge is applied to ad creation or additional artwork required. (Only half and full page ads eligible for graphics services.)

Digital Submission Standards

- Files should be submitted in MacIntosh platform.
- Indesign, Illustrator, Quark, Photoshop documents, 300 dpi Image tiff or EPS files.
- Ads may be submitted on CD or DVD.
- All ads submitted should be accompanied by a digital proof or laser for proofing purposes.

Materials that do not meet the above specifications and must be converted or require additional work will be invoiced accordingly for graphics services.

Ad Configurations



Net Ad Rates

Full Page.....	\$2950	1/3 Page.....	\$1370
2/3 Page.....	\$2250	1/4 Page.....	\$970
1/2 Page.....	\$1950		

Frequency Discounts 2 X contract 10%, 4 X contract 15%, 6 X contract 20%

Mechanical Specifications

Ad	Width	Height
Full Page Final Trim	8.375"	10.875"
2/3 Page (Vertical)	4.562"	9.875"
1/2 Page (Horizontal)	7"	4.875"
1/3 Page (Square)	4.625"	4.875"
1/3 Page (Vertical)	2.223"	9.875"
1/4 Page	3.4125"	4.875"

Publisher Policies

Rate Protection - Rates are guaranteed for all space ordered on contract. Cancellation of any portion of a contract voids all rate protection and frequency discounts.

Contract Regulations - Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser and agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements, including suits or actions or libel, plagiarism, copyright infringement and unauthorized use of the names or photographs or invasions of privacy. All advertisements are accepted and published by the publisher that are both authorized to publish the entire contents and subject matter of the advertisement. Publisher's liability for error shall not exceed cost of advertising space. Publisher must be notified of any error, in writing, within 10 days of invoice date. The publisher reserves the right to reject advertising that is not in keeping with the publication's standard.

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2009-2010 Advertising Contract

Advertiser: _____ FEW Sales Representative: _____ Date: _____

First: _____ Last: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Website: _____ (To be posted as link on fauxeffectsworld.com)

Ad Size	Rate
Full Page Trim	\$
2/3 Page (Vertical)	\$
1/2 Page (Horizontal)	\$
1/3 Page (Vertical)	\$
1/3 Page (Square)	\$
1/4 Page	\$
Ad Frequency	X
Total	\$



Advertiser Signature: _____ **Advertising Agency Signature:** _____ **Date:** _____

Payment is due within 30 days of publication. It is the responsibility of the advertiser to provide ad material to publisher at least 30 days before publication date. If ad material is not submitted by this date, the advertiser will be charged for the space that was reserved. Contracts are not cancelable. While we use the best available printers, there are always variations between true color and printed color. Variations in color are not considered creditable. Late payments will be billed a finance charge of 1% per month. If legal action is necessary to collect payment, advertiser will pay for all collection costs.

Additional Information (if any): _____

Please return by fax to: 772-778-9653 Attn: Richie Conforti

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Advertisers can expect results from Faux Effects World.

Ads appear within the editorial content featured below to maximize advertiser exposure to our readership.

Feature Stories

Decorative artists open the doors to their homes providing readers with a peek at how they weave their art into the fabric of their lives.

Collaborations between artists, instructors, designers and architects produce stunning effects with decorative finishes and fine furnishings. Each story is accompanied by a designer's perspective on decorative finishing and the design plan.

Renovations and restorations bring new life to old buildings inside and out - whether it is a whole new look for a run-down relic or restoring the luster to a fading facade.

Charity Show House Tour – decorative artists collaborate on beautiful homes to benefit charitable organizations.

Focus on Fine Art – a multi-talented artist that incorporates the best of fine art and fine finishing.

Career Change – highlights the journey of decorative artists to their chosen career in the decorative arts.

In the Studio – profiles professional decorative finishing and design studios.

Faux Finish Spotlight – each issue features a different finish with step-by-step instructions and accompanying photographs.

Transfauxmations – decorative furnishings and accessories are taken from drab to dazzling through various faux finishing techniques.

Finishing Touches – highlights interesting accessories and furnishings that illustrate how faux you can go.



Resource Library – editor's selections of the best books, DVDs and samples with a book review on the newest editions.

Distributors and Training Studios – a state-by-state listing with contact information.

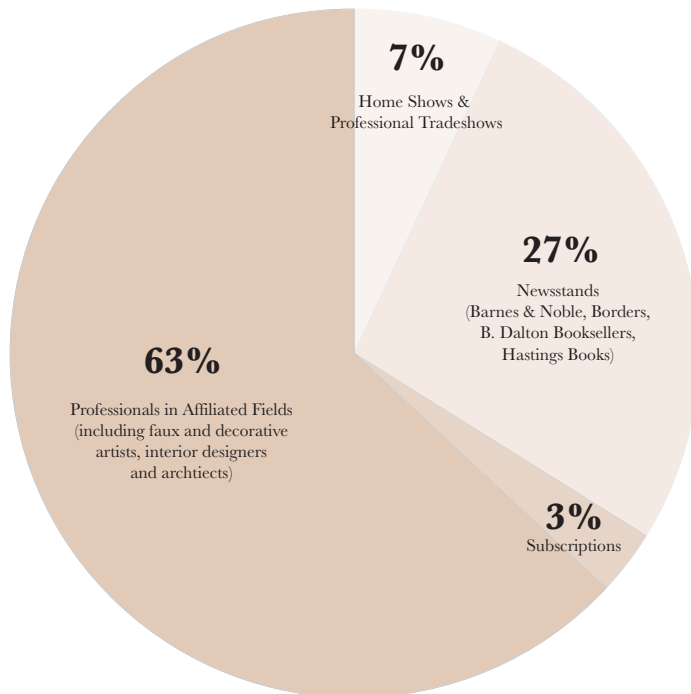
Focus on Furnishings – latest in home furnishings and accessories that incorporate decorative finishes into their design.

Professional artists and designers are invited to submit story ideas. Visit FauxEffectsWorld.com to learn more.

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Faux Effects World Distribution* – 30,000 Readers



Readership Profile

Published twice a year in May and November, *Faux Effects World* is the leading magazine of fine decorative finishing - targeting the largest volume of faux and decorative artists. Many of our contributing editors are professionals in an affiliated field. Their first-hand knowledge of the arts, architecture and design brings insight to our editorial highlights. Editorial is supported by portfolio quality photography that promotes a full spectrum of finishes and specialty decorative painting techniques.

Advertising Opportunities

Premier training studios, tools and equipment manufacturers and fine decorative finishers all look to *Faux Effects World* to reach our exceptional readership.

Website Visibility on FauxEffectsWorld.com

Magazine advertisers are featured in our Resources section with hot links to their home pages. We also welcome information about their products and services for inclusion in our editorial content "What's New On Our Website" pages are featured in each issue of *Faux Effects World* to cross-promote website and drive readers to pages featuring advertiser's products and services, guaranteeing advertisers long-lasting exposure throughout the term of their contract.

Reader Service Card

Readers find easy access to advertisers through this handy postcard format. Sales leads are provided to advertisers for direct follow up.

Editorial Highlights

Ask our advertising representatives about bonus editorial opportunities for advertisers that are negotiated based on subject matter and availability of space.

Call the advertising sales office at 800.270.8871, to learn more about how you can benefit from advertising in Faux Effects World or visit FauxEffectsWorld.com to request a media kit.