

GAS 2012 AD RATES, DATES & SPECS

For more information, contact Rosie Gaynor at rosie@glassart.org or 206-382-1305.
Reservation forms are available at www.glassart.org under "Advertising."



Ads Offered: Web ads | Marketplace | Conference Program Book | Journal | GASnews | GAS Classified Ads | Bag Inserts

Online Ads: Web ads | Marketplace | GASnews | GAS Classified Ads

Print Ads: Conference Program Book | Journal | Bag Inserts

Free to GAS Members: GAS Classified Ads

Web Ads

On the GAS homepage. Maximum 6, including 1 for GAS. Scrolling continuously.

Deadline	Duration	Cost	Specifications
Artwork: March 15 Payment: ½ now, ½ September 1	Scrolling early April 2012 through late March 2013	\$1,500; pro-rating is sometimes possible	250 pixels wide x 220 pixels tall; RGB

Marketplace – The Glass Resource

On the GAS website. [Click here to see sample.](#)

Deadline	Duration	Cost: Top	Cost: 2 nd Line	Cost: Other
Artwork & Payment: February 1, 2012	March 2012 through February 2013	\$750 (\$62.50/mo)	\$600 (\$50/mo)	\$400 (\$33.35/mo)

Specifications

Image (product/s or logo): JPG, RGB, 288 pixels wide x 192 pixels tall (4"w x 2.667"h at 72 dpi)
Basic Text: 250 characters (incl. spaces) maximum, describing what your company offers glass artists & glass enthusiasts
Contact Info: Company name, phone #, URL, city, state, country

Conference Program Book

Limited to 8 pages; available for general public purchase after February 15, 2012.

Size	Specification	Cost
Half Page	4.25" w x 4.05" h (108 mm x 103 mm)	\$ 800
Full Page	4.25" w x 8.375" h (108 mm x 212mm)	\$ 1,250

Deadline & Priority

Deadline: March 11, 2012: art due at GAS office and full payment due
Priority: First-come, first-served, with 2012 Tech Display participants getting priority until February 15, 2012

2012 Journal

The 2012 Toledo conference proceedings Journal will be mailed to GAS members and conference attendees in the spring of 2013.

Size	Specification	Cost
Half Page	7"w x 4.5"h (177mm x 114mm)	B&W: \$500 (with 10% discount: \$450) Color: \$900 (10% discount: \$810)
Full Page (no bleed)	7"w x 9-3/4"h (177mm x 247mm) (Bleed trim size 8"w x 10.5"h [203mm x 266mm])	B&W: \$700 (with 10% discount: \$630) Color: \$1,700 (10% discount: \$1,530)

Deadline, Publication Date, Discounts

Deadline: Digital art and payment in full due August 30, 2012.
Publication Date: Please note that the 2012 GAS *Journal* is published and mailed in the spring of 2013.
Discounts: Technical Display participants receive a 10% discount on Journal ads.

GASnews

The Glass Art Society's online newsletter, available to GAS members

2012 GASnews Ad Rates

Size	Specification	Cost – 1 Issue	Cost – 3 Issues	Cost – 6 Issues
Full Column	2.4" x 10.25" (173 x 738 pixels)	\$490	\$1,335	\$2,550
Half Column	2.4" x 5" (173 x 360 pixels)	\$290	\$780	\$1,500
Third Column	2.4" x 3.25" (173 x 234 pixels)	\$200	\$540	\$1,050
Quarter Column	2.4" x 2.4" (173 x 173 pixels)	\$155	\$420	\$810

2012 GASnews Dates & Deadlines

Issue	Ad Reservations and Payment Due	Available online
February/March	January 1, 2012	February 2012
April	March 1, 2012	April 2012
May/June	April 1, 2012	May 2012
July/August/September	May 1, 2012	July 2012
October/November	September 1, 2012	October 2012
December/January	November 1, 2012	December 2012

GASnews Discounts

Corporate-level members and above receive a 10% discount on one ½-column ad per calendar year.

GAS Classified Ads

Classified ads appear *on the GAS website*.

New classified ads are e-mailed in a weekly digest to GAS members.

Links to the Classified Ads page appear in GASnews.

Status	Process	Cost
GAS Members	E-mail rosie@glassart.org . Subject line: CLASSIFIED AD.	Free
Non-Members	Please fill out the Classified Ad Reservation Form	\$25

Specs & Deadlines

WORD doc or plain-text e-mail. Recommended maximum of 250 words. We can post one low-resolution jpg. There is no deadline.

Additional Opportunities

for increasing your visibility & connecting with the glass world

Bag Inserts (\$500)

Opportunity to provide promotional materials for insertion into conference tote bag. (Some restrictions apply.)

Sponsorships (\$500–\$25,000)

Some conference events may be sponsored. Many sponsorships include event signage as well as recognition in the conference Program Book and the *GAS Journal*. Please contact the GAS office for more information.

Funds

Consider establishing a GAS Fund today. In addition to supporting glass art and glass artists, you'll receive recognition in the pre-conference brochure, the conference Program Book, and the *GAS Journal*. A variety of funds may be set up, including special scholarship funds, lecture funds, and demo funds. Please contact the GAS office for more information.

For more information, contact Rosie Gaynor at rosie@glassart.org or 206-382-1305.

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