

Advertising in Yishu

Since its inauguration in 2002, **Yishu: Journal of Contemporary Chinese Art** has raised its profile internationally to become one of the most respected journals devoted to contemporary Chinese art. **Yishu** is published six times a year.

To advertise in Yishu, please fill in the form below and fax to: 1-604-591-6392 e-mail to: lara@yishujournal.com or mail to: Yishu Editorial Office, #200 - 1311 Howe Street, Vancouver, BC, V6Z 2P3, Canada

Company _____

Contact _____

Street _____

City/Country/Post Code _____

Phone _____ Fax _____

E-mail _____ Website _____

Date _____ Signature _____

The advertiser (signed above) requests the following advertisement in *Yishu – Journal of Contemporary Chinese Art*:

Advertising rates:

Back cover: USD \$ 2,600 Month: _____ Year _____

Inside front cover: USD \$ 1,800 Month: _____ Year _____

Page 1: USD \$ 1,700 Month: _____ Year _____

Page 2: USD \$ 1,500 Month: _____ Year _____

Inside back cover: USD \$ 1,600 Month: _____ Year _____

Other full page: USD \$ 1,200 Month: _____ Year _____

Discounts:

2 issues (10% discount) Start from: Month: _____ Year _____

4 issues (20% discount) Start from: Month: _____ Year _____

6 issues (30% discount) Start from: Month: _____ Year _____

Technical Data:

Format:

Full page dimension (Print area): 178 mm x 297 mm + 4 mm bleed all sides.
(7" x 11.693" + 0.125 bleed all sides), Screen (lines per inch) 133 lpi.
Prefer file format: .tiff, .jpeg and .eps at 300 dpi.

Colour:

4-color scale. Please do not use special inks.

Printing material:

Please only send digital data (including fonts used and lithography data for images) on data carriers (CD, ZIP) or via E-mail.

The client is solely responsible for the correct data regarding contents and colors. A PDF file may be sent to the advertiser upon request for approval. *Yishu* does not supply color proofs.

Booking Schedule:

JANUARY/FEBRUARY ISSUE
BOOKING BY: November 30

MARCH/APRIL ISSUE
BOOKING BY: January 31

MAY/JUNE ISSUE
BOOKING BY: March 31

JULY/AUGUST ISSUE
BOOKING BY: May 31

SEPTEMBER/OCTOBER ISSUE
BOOKING BY: July 31

NOVEMBER/DECEMBER ISSUE
BOOKING BY: September 30

Payment:

Paying by check: Please make your check payable to "Yishu Editorial"
mail it to: Yishu Editorial Office, 200 -1311 Howe Street,
Vancouver, BC, V6Z 2P3 Canada

Paying by credit card: Credit Card (indicate one): Visa ____ MasterCard ____
Card Number _____ Expiry Date ____ / ____
Cardholder's Name (print) _____
Signature _____

Please fax to 1-604-591-6392, or e-mail to lara@yishujournal.com

Paying by Bank Transfer:

Swift Code: ROYCCAT2 Bank: RBC Royal Bank, 84th & 112th St. Branch

Bank Address: 11170 84th Ave. Delta, B.C., V4C 2L7, Canada

Account: 003 - 01730 -4001699 Name: Yishu Editorial

Full payment is required in advance and should be made before sending advertising material. Reservation may be cancelled by the publisher if payments are not paid by the due date.

Advertising Terms & Conditions:

All advertising is accepted subject to the publisher's approval upon determination that the content and image advertised are in keeping with *Yishu's* philosophy.

The advertiser is responsible for the contents of the advertisement. *Yishu* refuses to accept liability.

Advertisers may cancel their reservation 6 weeks prior to the publishing date. If a deposit has been paid, a full refund will be sent to the advertiser.

Yishu will send 2 sample copies of *Yishu* to the advertiser once the issue is published.

Thank you for supporting *Yishu: Journal of Contemporary Chinese Art*

Yishu Editorial Office
200 - 1311 Howe Street, Vancouver, BC, V6Z 2P3, Canada
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