



### *about spot magazine*

spot magazine is the only Texas-produced publication about fine art photography.

Published twice a year, spot magazine features award-winning commentary on photography and photo-based art exhibitions in Texas, the United States, and abroad.

spot is mailed to individual and institutional members of Houston Center for Photography, libraries, and distributed free to colleague institutions for an **average readership of 5,500 people.**

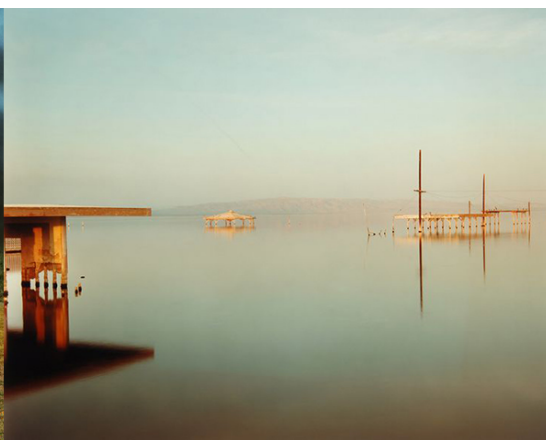
Readers of spot include art collectors, curators, gallery owners, artists, photographers, art-enthusiasts, students, and professionals. Published unrelentingly since 1982, spot's archive is one of the few sources preserving the history of the early regional photography scene.



For 35 years, *spot* has provided an outlet for photographers to share portfolios, and for authors to compose in-depth criticism, exhibition reviews, and original interviews.

*spot* has published interviews with prominent photographic artists such as **Richard Misrach, Larry Clark, Alex Prager, and Stephen Shore.**

Writers for *spot* have included Gay Block, Clifford Owens, Vicki Goldberg, and Eugenia Parry.



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## 2017 ADVERTISING RATES

BACK COVER	\$1,200
INSIDE FRONT COVER	\$1,000
INSIDE BACK COVER	\$1,000
FULL PAGE	\$950
HALF PAGE	\$525
QUARTER PAGE	\$250
SPECIAL GALLERY PAGE (1/4 PAGE)	\$200

### Accepted File Formats

InDesign CS3; include all fonts and graphics

QuarkXPress 5.0-7.0; include all fonts and graphics

Adobe PDF high resolution (350 DPI)

Supply logos as EPS with text converted to outlines (vector), or

TIFF with resolution of 600 DPI

Use only Type 1 Postscript fonts.

Do not use True Type fonts.

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AD SIZES	TRIM	BLEED
FULL PAGE BLEED	8.5" x 11.5"	8.75" x 11.75"
FULL PAGE NON-BLEED	7.5" x 10.312"	None
HALF PAGE HORIZONTAL	7.5" x 5"	None
HALF PAGE VERTICAL	3.6" x 10.312"	None
QUARTER PAGE	3.6" x 5"	None



The majority of our readers are based in Houston (80%) and the rest are all across the United States.

*spot* is not a sea of ads; **advertising with us is a great way to get your ad seen by photography enthusiasts in one of the largest cities in the US.**

Ad space in *spot* is limited, so reserve today!

Next *spot* publication (Spring 2018) is **FEBRUARY 2019**. Ad material is due **DECEMBER 15, 2018**.

Submit all ad materials to **[valerie@hcponline.org](mailto:valerie@hcponline.org)**  
Invoices will be sent after issue is published.