

in the loupe is the quarterly newsletter for the Photographic Resource Center at Boston University. Distributed to the PRC's regional and national membership base, the publication aims to provide comprehensive information regarding photography exhibitions, education programs and events at the PRC and beyond.

Over the past 30 years, the PRC has served as a vital member of the regional, national and international cultural communities. An independent non-profit organization located on the campus of Boston University, the PRC provides its members and the general public with exhibitions, education programs, and resources.

NEWSLETTER FACTS

Pages: 28 - 36

Circulation: 2,500+

(Approximately 2,000 newsletters are mailed. Approximately 500 newsletters are strategically placed in stores, institutions and organizations around the Boston area.)

Demographics: The PRC membership is comprised of photographers, collectors, arts professionals and arts lovers. Over 90% of the PRC's membership is based in New England.

AD SPECIFICATIONS

Colors: All advertisements are black and white.

Design: Ads must adhere to the sizes indicated. Requests to deviate from these specifications, including full bleed ads, can be made to the Executive Director of the PRC.

File/Artwork Type: Files must be submitted as Macintosh-based .eps, or .pdf files. All fonts and images must be included. Artwork and/or files can be sent on cd via mail, attn: *in the loupe*, to the address below, or emailed to jfitts@prcboston.org.

DEADLINES

December 2007/January/February 2008:

Monday, October 15, 2007

March/April/May 2008:

Monday, January 14, 2008

June/July/August 2008:

Monday, April 14, 2008

September/October/November 2008:

Monday, July 14, 2008

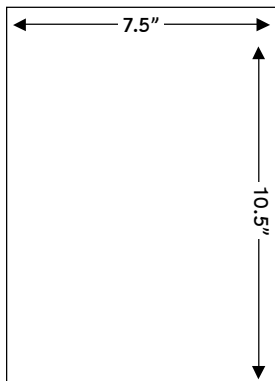
December 2008/January/February 2009:

Monday, October 13, 2008

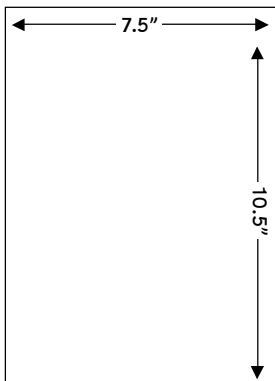
All advertisers must reserve space in advance of the deadlines listed above.

Reservations or questions should be directed to Jim Fitts at 617-975-0600, or jfitts@prcboston.org.

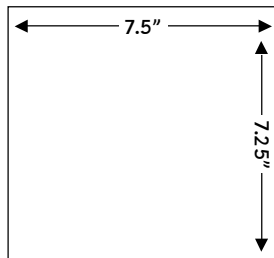
Full Page Ad:
\$550



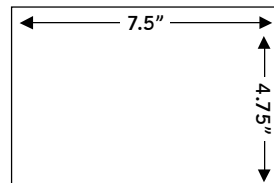
Inside Front Cover:
\$600



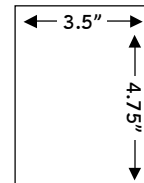
Back Page Ad:
\$600



Half Page Ad:
\$325



Quarter Page Ad:
\$250



\$25 discount on all sizes for non-profit organizations