

Advertising in

HALI

Special Iran issue



HALI 188 - the Iran issue

HALI 188 is printed at the end of June and will be distributed via our normal channels to subscribers, online and to specialist bookshops worldwide. The contents of the issue will have a special emphasis on Iran and rugs and textiles in Iran.

Contents will include:

A celebration of thirty years of collecting by Parviz Tanavoli

Carpets in the collection of the Golestan Palace

Silk textiles from Mazandaran province

A preview of Turaj Zhuleh's latest book

A profile of the cutting edge new rug producers in Iran

Along with HALI's normal sections such as reviews, Auction Price Guide etc

The proposal

INCC will sponsor an additional printing of the issue with an additional section of the magazine to include an interview with Dr Kargar and special cover. This special run will be distributed by INCC via galleries, dealers and chosen points of sale and at international events.

One edition of HALI will go to HALI subscribers which will not carry the new special section but have an Iran focus throughout.

All new advertisers must pay for adverts before going to print. HPL retains the right to approve, edit and agree all content.



Ratecard

RATES	£	\$	20% discount
Display			
Double-page spread	2990	5980	£2392 / \$4784
Full page facing matter	1880	3760	£1504 / \$3008
Full page	1570	3140	£1256 / \$2512
Half page facing matter	1195	2390	£956 / \$1912
Half page	1055	2110	£844 / \$1688
Quarter page	710	1420	£568 / \$1126

For each advert sold to new clients HALI will give an additional 10% credit to INCC



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The American Society of Human Genetics (ASHG) has announced that it will be releasing a report on the ethical and legal issues surrounding the use of genetic information in the workplace. The report, which is being released in a series of articles in the *Journal of Law, Medicine & Ethics*, is the result of a project funded by the National Human Genome Research Institute (NHGRI) and the National Science Foundation (NSF).

Half page horizontal facing matter



Advertising specifications

Advertising sizes

Display	Depth x width
Full page, type area*	280 x 203 mm
Full page, trim size	300 x 225 mm
Full page, bleed	306 x 231 mm
Half page horizontal	203 x 138 mm
Half page vertical	280 x 99 mm
Quarter page	138 x 99 mm

* Please make sure that all texts and logos on the advert stay within the type area of 280 x 203 mm

Acceptable formats

Adverts can be supplied on disc (CD or DVD) and should be sent to the COVER address with a DuPont Digital Cromalin produced on DP10G board using the DP Euro Offset Gloss DP10 standard curve. This proof is the international printing benchmark. COVER cannot accept liability for colour discrepancies if this proof is not supplied by advertisers.

Files under 12MB may be emailed to hali.production@hali.com. Please send files over 12MB via WeTransfer/Hightail to the same address.

You may send your ad in the following formats:

- PDF (high resolution/press optimized – PDF/x-3)
- InDesign file package accompanied by all relevant fonts and high-resolution images (minimum 300 dpi)
- Photoshop PDF

Advertising design services

We offer advertising design services. If you would like us to design your advert please note the following:

Images

For single logos and/or images, please supply:

- CMYK high-quality (300 dpi) Photoshop EPS or TIFF files at the actual page size. All images should be evenly lit and in focus.
- Logos can also be supplied as vector files (Illustrator or PDF).
- If a cut out is required please make sure that the background is neutral – preferably white or a colour that contrasts with the rug.
- A colour bar should be included to aid colour proofing.
- Please note that rugs and textiles should be photographed flat, either on a wall/screen or directly from above.

Text

For rugs and textiles a full description and the dimensions should be supplied with the image(s). If new text is required (address, telephone number etc.), please ensure that it is supplied in good time in order for it to appear in the advertisement.

Production charges

- Design and creation of a full-page advert and scans: £250/\$490 + scans @ £10/\$20 per scan and Cromalin up to three scans
- Design and creation of an advert that is less than a full page: £100/\$195 + scans @ £10/\$20 per scan up to two scans
- Cromalin from digital artwork or amendments to repeat adverts £100/\$195

Extra charges

- Fifth colour (per colour) £300/\$585

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