

Media Kit

A Faux Effects International, Inc. Publication

Faux Effects World[®]

The International Magazine of Decorative Finishing and Fine Art

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FEATURES



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The Faux Finish School
"The Most Attended Faux Painting Programs in the World!"

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The Art and Business of Faux Finishing Workshop

Our Most Intensive Faux Painting Workshop over 50 Finishes in 5 Days

"Bridging the gap between reality and illusion since 1966 and instructing the industry since 1997"

View our 2016 class offerings:
www.iaffinish.com
1.800.282.F.A.U.X.
THE FAUX FINISH SCHOOL • 1800 W. STATE ST. • SUITE 100 • CHICAGO, IL 60607 • TEL: 773.462.1000

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TIMELINE

11/01/2015 With her growing experience and expertise, it was time for Gina to make a move out on her

Faux Effects World®

The International Magazine of Decorative Finishing and Fine Art

Rates and Specifications

■ All advertising will be in full color.

Digital Submission Standards

- Files should be submitted as **high resolution .tif, .jpg or .pdf** files.
- Email: ads to advertising@fauxeffectsworld.com
- Larger ads may be uploaded using **Files To Friends** or similar large file transfer software. To advertising@fauxeffectsworld.com

Materials that do not meet the above specifications and must be converted or require additional work will be invoiced accordingly for graphics services.

For current rates and availability
Email: advertising@fauxeffectsworld.com

Ad Configurations

Full
Page

1/2
Page
Horizontal

Banner

Mechanical Specifications

Ad	Width	Height
Full Page Final Trim	1000 pixels	1298 pixels
1/2 Page (Horizontal)	1000 pixels	697 pixels
Banner	1200 pixels	165 pixels

Publisher Policies

Rate Protection - Rates are guaranteed for all space ordered on contract. Cancellation of any portion of a contract voids all rate protection and frequency discounts.

Contract Regulations - Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser and agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements, including suits or actions or libel, plagiarism, copyright infringement and unauthorised use of the names or photographs or invasions of privacy. All advertisements are accepted and published by the publisher that are both authorized to publish the entire contents and subject matter of the advertisement. Publisher's liability for error shall not exceed cost of advertising space. Publisher must be notified of any error, in writing, within 10 days of invoice date. The publisher reserves the right to reject advertising that is not in keeping with the publication's standard.

The screenshot shows the Faux Effects World website interface. At the top, there's a navigation bar with 'Home', 'Active', 'Get Published', and 'Contact Us'. The main content area features several articles with images and titles: 'PERFECTION...FAUXFECTION', 'EXPLORE YOUR SENSES THROUGH DECORATIVE ART', 'AN UNFORGETTABLE EXPERIENCE', and 'CRAFTING PERSONALITIES'. A sidebar on the right includes 'SOCIALIZE' with Facebook and Twitter links, 'SPONSORED' content for 'The Faux Finish School', and 'RECENT POSTS' listing the same featured articles. At the bottom, there's a 'FAUX DESIGN STUDIO' banner and a 'CONTACT US' section with phone and email information.