



The Realistic
Equine Sculpture
Society, Inc.

The biannual ezine
BOAT

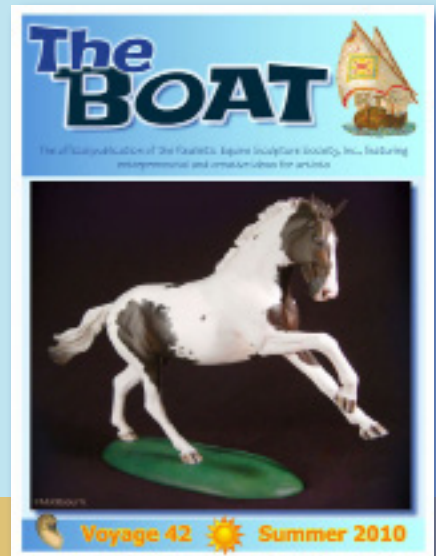
MEDIA KIT

About The Realistic Equine Sculpture Society

Mission Statement
To encourage excellence in realistic equine sculpture and associated artistry, promote an interactive education-oriented professional community, educate the public about equine sculpting and broaden artistic development through exhibition, events, education, demonstration and critique.

RESS is a not-for-profit 501(c)6 organization incorporated in Idaho, USA. The organization is founded on building a community of like-minded artists devoted to skill development in the spirit of open sharing. In this way, RESS seeks to promote artistic growth and business success in the art form. All skill levels are welcome!

The Boat is dedicated to expanding the skills, insights and business acumen of artists creating realistic equine sculpture.



The BOAT

The Boat is written by industry professionals and experts in the field, providing a comprehensive “nuts and bolts” guide to creating realistic equine art in sculpture and applied finishes.

Published as a biannual PDF and made available to members, *The Boat* typically runs over two hundred pages in full color. Topics range from artistic technique, anatomy and biomechanics, interviews, equine color genetics, sculpture critique, technology reviews, business matters, reports of events or places of interest to philosophical explorations of what it means to be an artist working within this art form.

As such, *The Boat* is unique within the art world and equine industry, filling a niche as a practical resource for either beginner or advanced student alike. Above all, *The Boat* focuses on the sense of community and shared learning in order to bring together all artists working within equine realism.



Advertising Specs

At present, advertising in *The Boat* is free, being regarded as a service to RESS members.

Ad Size	Width	Depth
Full Page	7 1/2"	9 1/2"
Half Page	7 1/2"	4 3/4"
Quarter Page	3 3/4"	4 3/4"
Banner	3 3/4"	9 1/2"



Full page



Half page

DIGITAL FORMATS

- Adobe Photoshop PSD
- Adobe InDesign INDD
- PDF
- Word document
- JPG/JPEG
- TIFF
- GIF
- PNG
- Ads should be 300 dpi in RGB colorspace.
- Layers should be flattened.



Quarter page



Banner

Ad size indicates the actual size of the ad. If you would like a unique size, please contact the Editor because this can be accommodated most issues.

Print-ready ads are preferred, but an ad can be created for you by the Editor.

SUBMITTING ADS

You have two options:

- Send files attached to an email to publicationsofficer@ress.org.
- Mail your files on a CD to: The Boat, PO Box 44315, Boise, Idaho 83711-0315.

DEADLINES

- Winter issue: December 1 of the previous year.
- Summer issue: June 1 of that year.

QUESTIONS

Please contact the Editor at publicationsofficer@ress.org.