



1. AD ORDER INSTRUCTIONS & SPECIFICATIONS

The Program is printed in full color! The size of the Program is 8.5 x 11 and is generally around 16 to 20 pages, plus an inside front and back cover.

2. **pdf, tif or jpg files are preferred, however, make sure the ad is high resolution (300 dpi). Website jpg files are 72 dpi and are not suitable for print. Photoshop or Illustrator files also accepted with accompanying font file.**
3. **Please see next page for ad sizes for the 2018 program.**
4. Ad order may be emailed as long as the file is under 10 MB. Send to deb@bluesunstudio-inc.com
5. All fonts must be embedded. pdf or jpg files. No magazine or newspaper clips. Clippings will not be accepted for printed ad submittal.
6. Submit advertising copy as an electronic files only, in color (CYMK, please) or greyscale! If ad is submitted as an RGB file, color changes may occur upon conversion.
7. Embed ALL fonts. (converted to paths, etc) If not, then default substitution may occur. No faux bold or italic fonts.
8. No crop marks, please. If you would like a border around the outside of your ad, please include that.
9. It is the sole responsibility of the sender to check ad copy for correct information.
10. If an ad needs to be built, design services will be billed at \$60/hr. Please inquire to Deb Dorchak at deb@bluesunstudio-inc.com for a quote on ad design services.

**DEADLINE FOR ADVERTISING COPY: MARCH 15, 2018 NO EXCEPTIONS**

2018 ADVERTISING RATES

FULL PAGE	8.5 X 11 in	B/W ©	Color ©	\$350.00
TWO PAGE SPREAD	17 X 11 in	B/W ©	Color ©	\$650.00
2/3 PAGE	8.5 w x 7.25 h	B/W ©	Color ©	\$250.00
1/2 Page Horizontal	8.5 x 5.5	B/W ©	Color ©	\$200.00
1/2 Page Vertical	4.25 x 11 in	B/W ©	Color ©	\$200.00
1/3 Page Horizontal	8.5 x 3.25 in	B/W ©	Color ©	\$150.00
1/3 Page Vertical	2.75 x 11 in	B/W ©	Color ©	\$150.00
QUARTER PAGE	4.25"w x 5.5 in	B/W ©	Color ©	\$ 75.00
Business Card HWG Members Only	4.25 x 2.75	B/W ©	Color ©	\$ 50.00

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**AD DESIGN SERVICES:** Deborah Dorchak at deb@bluesunstudio-inc.com for a quote on ad design services.