

# ADVERTISING IN THIS NEWSLETTER

## Display Advertising

### Color

Back cover	8.5" x 11"	\$400
Inside back cover	8.5" x 11"	\$350
Full page color	8.5" x 11"	\$300

### Black and white

Full page	8.5" x 11"	\$200
1/2 page Vert	3 1/2" x 9"	\$100
1/2 page Hor	7 1/4" x 4 1/2"	\$100
1/3 page Vert	2 1/4" x 9"	\$75
1/3 page Hor	7 1/4" x 3"	\$75
1/4 page	3 1/2" x 4 1/2"	\$50
1/6 Page	2 1/4" x 3"	\$50
Business Card	2 1/4" x 2"	\$30

Price is per issue. 10% discount for ads in two issues per year. 15% discount for ads in three or more issues. There is a 50% surcharge for non-members.

Ads must be press optimized PDFs with all fonts embedded. Full page ads should have a 1/8" bleed on all sides. Convert all colors to CMYK or grayscale as appropriate. File size should be 100% dimension at 300 dpi or higher. All ads must be accompanied by appropriate 100% size proof.

Ads are due by the 20th of the month prior to publication. Ads not press-ready will not be accepted.

The KWPN-NA reserves the right to refuse any ad submitted.

## Classified Advertising

### Web Only

First 3 months: First five lines free.\* Additional lines at \$2/line. Extensions are \$10 per ad per month. One digital photo free with ad, extras at \$10/photo.

\* Non-members: basic rate \$25, additional costs are double.

### Web and Newsletter

Ads up to 5 lines \$25. Additional lines \$2/line. (Photos on-line only.)

Rates are double for non-members. Lines consist of 35 characters/spaces.

Web ads are updated monthly. Ads are due by 20th of the month prior to publication.