

Stallion Directory Advertising

Format

120 page offset, perfect bind, full color covers; sheet size 8 1/2 x 11. Circulation 2,000. Bleeds only on full page ads.

Black/White Ads

• **Submit ONLY electronic files** saved as Macintosh EPS or TIFF format (created/exported from FreeHand, Quark, Illustrator, or Photoshop) with all images (300 dpi) embedded in Grayscale (black & white) or CMYK (4 color) TIFF, and all type converted to paths or outlines. Create PDF files with Acrobat Distiller Job Options selected for "Press" output.

• Include original files (saved in FreeHand 8, Quark 4, Illustrator 7, or Photoshop 7), all placed / linked / embedded images, and all screen and printer font files on your disk/CD, in addition to the final Macintosh EPS or TIFF file.

• **Not accepted:** Files created in any word processing program (Word, WordPerfect, etc.) or Publisher created files; files containing TrueType or screen fonts; JPEG images or exported files; negatives or film positives; paste-ups or photocopies.

Submit

• Electronic files sent by email or on Macintosh-readable CD. **NO FLOPPY!**

• A laser quality proof for black & white ads must be included with disk/CD or email submitted files.

• An ink-jet quality color proof must be submitted with disk/CD for all color ads (no faxes accepted).

E-mail: jln@jln.design.com

Mail Disk/CD to:

c/o KWPN-NA
609 E. Central Ave. **OR** PO Box O
Sutherlin, OR 97479

For Technical Questions:

Jerril Nilson, JLN Design,
541-484-0651

Insertion Order

Advertiser _____

Contact Name _____

Address _____

City/State/Zip _____

Daytime Phone _____

E-mail _____

Ad Size _____ Format _____ Rate _____

Special Instructions _____

Payment Options Check Visa MasterCard
(Checks in US Funds.)

Credit card number _____

Exp. date _____ Validation Code _____

Signature _____

For office use

Payment received: _____ Date _____

To reserve space, mail or fax insertions to KWPN-NA office

Size	W x H	B/W	Color
Back Cover	8 1/2 x 11	NA	\$1,300
Inside Covers	8 1/2 x 11	NA	\$1,200
Full Page	7 1/2 x 9 5/8	\$750	\$1,000
Two Page Spread		\$1,275	NA
Two Thirds Horiz	7 1/2 x 6 1/4	\$550	NA
Half Page Vert	3 5/8 x 9 5/8	\$400	NA
Half Page Horiz	7 1/2 x 4 7/8	\$400	NA
One Third Vert	3 5/8 x 6 1/4	\$300	NA
One Third Horiz	7 1/2 x 3	\$300	NA
One Sixth	3 5/8 x 3	\$200	NA
Business Card	3 1/2 x 2	\$100	NA

Deadlines	
Space Reservation	October 15, 2010
Camera Ready Due	November 15, 2010
Publication Date	February 1, 2011