

# Stallion Directory Advertising



## [Insertion Order]

### 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 PDF, Macintosh EPS or TIFF format 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.

### DIGITAL PRE-PRESS REQUIREMENTS

- Print-ready artwork must be press ready quality files - CMYK at 300 dpi in PDF, TIF, or JPG formats. For full page ads please include 1/8" bleed.
- If submitting a photoshop jpeg or tif, file please make sure it is CMYK and 300 dpi with the document size at 8.75x11.125 and all elements are within a .25" of the trim size (8x10.5) for a full page ad.
- Line art and bitmap images must be 1200 dpi
- Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- Images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- No Publisher or Corel files accepted.

### PRODUCTION CHARGES

Advertisers must supply digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography; and/or client alterations. Special design services available based on evaluation. Please note that the file content remains the responsibility of the sender, KWPN will not accept

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

### ADVERTISEMENT DIMENSIONS

Size	W x H	B/W	Color
Back Cover Bleed	8.75 x 11.25	NA	\$1,300
Inside Covers Bleed	8.75 x 11.25	NA	\$1,200
Full Page	7 1/2 x 9 5/8	\$750	\$1,000
2 Page Spread w/bleed	17.25 x 11.25	\$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

responsibility for the final printed result.

**E-mail:** drew@kwpn-na.org