



Arts Project Cherry Grove 2021 Advertising Form

Name _____

Billing Address _____

Contact #'s _____

Email address for prepress approval _____

Deadline to submit ads for publication in the 2021 program is MAY 31, 2019.

Ad size

Full page (4½ x 7½)

1/2 page (4½ x 3⅝)

1/3 page (4½ x 2⅝)

Border design

No border

Thin border

Thick border

Decorative border

Please attach a copy of what your ad should look like

Is there any logo or picture to be included?

If so, please advise details below and supply images in one of the preferred file types by 05/31/2019. Files should be emailed to apcg1948@gmail.com

Payment terms; Check (made payable to Arts Project Cherry Grove) or credit card.

If paying by credit card, please indicate card type, account #, and name as it appears on card.

Mail completed form and payment to: Arts Project
Cherry Grove 332
Bleecker Street #F10 New York, NY
10014

Please fill out the attached form on next page.

(Don't forget to make a copy for your records!)



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Rates

| Type | Full Page | 1/2 Page | 1/3 Page | Inside Cover | Back Cover |
|-------------------|-----------|----------|----------|--------------|------------|
| <u>Individual</u> | \$250 | \$150 | \$100 | \$750 | \$1,000 |
| <u>Business</u> | \$350 | \$250 | \$200 | \$750 | \$1,000 |

Additional rates for professional ad design:

Full page \$50.00 1/2 page \$40.00 1/3 page \$30.00

Acceptable File Formats

PREFERRED FILE TYPES:

Quark files; Indesign and Pagemaker files; Adobe files: TIF, EPS, PSD, PDF (Acrobat 6.0 or older). Please be sure when submitting files in Quark or Indesign that you include all support files & fonts (both screen & printer). PDFs should be created under the Print Quality setting in your Adobe Distiller settings.

OTHER FILE TYPES

If you do use a Microsoft program to create your file, (This applies to Word, Publisher, Excel and PowerPoint) we highly recommend saving your document as a PDF or JPG. To do this, you will need a program called Acrobat Writer but there are also numerous free PDF creation programs.

RESOLUTION:

For an image to print properly, the image must be at least 300 dots per inch (DPI) at the final output size. DO NOT change a low resolution image to a higher one by increasing the DPI in your imaging program. The exception to this would be for any wide-format printing (ie. banners, etc on our Epson printers). Please call for information.

OUTLINE & EMBED FONTS:

When possible, outline and embed all fonts - - this will eliminate sending the incorrect fonts as well as conversion problems in the printing process. This is especially helpful in the conversion of PC programs to the Mac format that we will use to output. Please be sure black type is just 100% Black only.