

# [2010 Northwest Program Guide - Ad Information Sheet](#)

ADVERTISING DEADLINE: March 19, 2010

**To Order:** On the web go to <http://seattlesatsang.amma.org> and look for the **red links**, to find the **Program Guide Ad Order Form (MS Word)**.

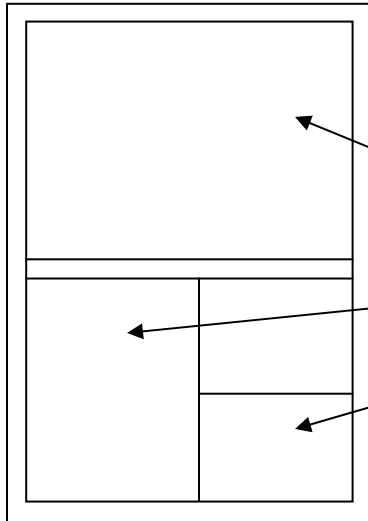
For Questions: Contact the NW Program Guide Coordinator, James Johnson at [Jbjohnso@yahoo.com](mailto:Jbjohnso@yahoo.com), or phone (206) 546-5083.

**We will help you design your ad!**

**For Ad Design questions feel free to contact our designers:**

Linda Lyons, NW Program Guide Ad Designer: [lyons273@hotmail.com](mailto:lyons273@hotmail.com) , 206-363-8167

## Ad Sizes & Rates



Ad Size	Dimensions	Local Ad	National Ad
Full Page	4-1/2" wide x 7-1/4" high	\$325	\$800
Half Page	4-1/2" wide x 3-1/2" high	\$195	\$500
Quarter Page	2-1/4" wide x 3-1/2" high	\$115	-
Eighth Page (25 words or less)	2-1/4" wide x 1-5/8" high	\$65	-

**Note:** **National Color** ads are also available! Cost is \$1500 for full page and \$950 for a half page.

### Ad Design Specifications (please keep these tips in mind when designing your own ad)

1. Please **do not** send ad layouts in MS Word or Publisher.
2. All files must be able to be read by both MAC and PC. Please do not use hyphens or spaces in file names. (Instead use underscore for spaces ex. Amma\_file). When saving a file on a PC, use file name extensions (for example: .jpeg, .JPEG, .tif, .TIF, .pdf, .PDF, etc.). When saving a file on a MAC, also use file name extensions. Please also when saving files built on a MAC choose the file type that can be read by all computers (do not choose "for MAC only").
3. Make sure to "embed all fonts" when setting up your PDF files. To save the PDF go to File>PDF Export Presets>Press Quality.
4. We can use PDF, PhotoshopCS2, IllustratorCS2, (up to Version 5), and IndesignCS2 files. All image files need to be a minimum of 300dpi resolution.

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Thank you for supporting Amma's Summer Tour with your ad

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