

# HMQS 2012 Class Catalog Ad Specifications (Three Column Set-Up)

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## Ad Sizes:

- Full-page ad (bleed): 8.625" w x 11.125" h

Full page bleed allows 1/4" on all sides. Trim size is 8.125" w x 10.625" h. Live copy area is 7.325" w x 9.825" h (any text or important graphics need to be within this area)

- Full-page ad (no bleed): 7.325" w x 9.5" h
  - Half-page ad (horizontal): 7.325" w x 4.5" h
  - Third-page ad (vertical) b&w: 2.331" w x 9.175" h
  - Sixth-page ad (vertical) b&w: 2.331" w x 4.5" h
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## Ad Prices:

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|------------------------|-----------------------|
| • Back Cover (color)   | Class Catalog Sponsor |
| • Full-page ad (color) | \$700                 |
| • Half-page ad (color) | \$350                 |
| • Third-page ad (BxW)  | \$200                 |
| • Sixth-page ad (BxW)  | \$100                 |
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## Ads Accepted ONLY in the Following Formats & Print Quality:

- PDF (CMYK, press quality)
- EPS (Illustrator, CMYK, fonts outlined)
- TIF or PSD (Photoshop, CMYK)

**Resolution:** Photos and logos must be at least 300-dpi resolution for print quality.

**Color /BxW:** All ads are full color, except third- and sixth-page ads, which are black and white.

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## Please, NO:

- Microsoft Word ads
- Low-resolution graphics and logos (such as 72-dpi web graphics)

**\*\*If you have problems creating an ad in an acceptable format or have questions, please contact:  
Lisa Albertson, (847) 363-8077, [lisa.h.albertson@gmail.com](mailto:lisa.h.albertson@gmail.com)\*\***

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## Cost to Have the Ad Created OR Re-Created (If Sent in the Wrong Format):

- \$65 for a quarter- or half-page ad or \$100 for a full-page ad
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## Ad Deadline:

September 10, 2011

## Send To:

[lisa.h.albertson@gmail.com](mailto:lisa.h.albertson@gmail.com)

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**\*\*Do not send files larger than 8 mb. To send larger file please go to [www.YouSendIt.com](http://www.YouSendIt.com) and e-mail it to [lisa.h.albertson@gmail.com](mailto:lisa.h.albertson@gmail.com) FREE of charge.**

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## Payment Information:

Reserve your space online today at [www.hmqs.org](http://www.hmqs.org). Payment can be made online with VISA or MC or you can pay by check. Make checks payable to HMQS. Mail to HMQS, c/o Jennifer Pond, 1472 W. Duck Pond Ln., Salt Lake City, UT 84123. For billing questions contact Jennifer Pond, at (801) 205-4701 or [jennifer@hmqs.org](mailto:jennifer@hmqs.org).