

HMQS 2010 Show Program Ad Specifications (Two Column Set-Up)

Ad Sizes:

- Full-page ad (bleed): 8.75" w x 11.25" h
 - Full-page ad (no bleed): 7.5" w x 10" h (*same size as Class Catalog*)
 - Half-page ad (horizontal): 7.5" w x 4.875" h (*same size as Class Catalog*)
 - Half-page ad (vertical): 3.67" w x 10" h
 - Quarter-page ad: 3.67" w x 4.875" h
 - Friday Evening Coupon ad: 3.67" w x 2.4" h
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Ad Prices:

- Back Cover (color) Show Program Sponsor
 - Full-page ad (color) \$500
 - Half-page ad (color) \$250
 - Quarter-page ad (bxw) \$150
 - Evening Coupon (1/8 pg. bxw) \$50
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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: Full and half-page ads are full color; quarter and 1/8 pg. (coupon) ads are bxw.

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, (435) 901-2950, nobucoop@xmission.com.****

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

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

April 10, 2010

Send To:

jennifer@hmqs.org

Payment Information:

Make checks payable to HMQS. Mail to HMQS, c/o Jennifer Pond, 1472 W. Duck Pond Ln., Salt Lake City, UT 84123. We also accept VISA or MC. To pay with credit card, please fax to (801) 262-0133. For billing questions contact Jennifer Pond, at (801) 205-4701 or jennifer@hmqs.org.
