



## New England Dressage Association 2008 Salute Advertising Space Rates

**Deadlines:** Reservations/Payment/Materials

December 31, 2008

**Mechanical Specs:**

Submit completed ads per size on disk or via email as a 300 dpi PDF, EPS, TIFF or JPG file. We also accept Quark files with all fonts and images included. Please send the completed ad to Ginette Brockway at [ginette.brockway@verizon.net](mailto:ginette.brockway@verizon.net)

**Design Assistance:**

If you require graphic design assistance, Beth Robinson, the Salute designer can assist you. Her rate is \$50 per hour. You may contact her at [macbeth.designs@verizon.net](mailto:macbeth.designs@verizon.net) or (978) 448-9839. You may also work with another designer; please provide him or her with the information about ad submissions that is outlined in this document.

**Format:**

Flat – 17”W x 11”H, Folded – 8 1/2” x 11”

Printed on Coated Stock, 4-Color Covers, Black and White Text

**Display Ad Sizes/Rates:** (member rates below, **non-members add \$50.00**)

<u>Size</u>	<u>B&amp;W</u>	<u>Full Color</u>
Full Page	\$500	\$1,000 (Inside Front/Back Cover only)
Half Page (horizontal)	\$250	
Half Page (vertical)	\$250	
Third Page (vertical)	\$175	
Quarter Page (vertical)	\$150	
Business Card Size	\$125	
Service Directory Listing	\$50 (\$75 for non-members)	
(Additional Listings)	\$25 Each	

**Size Specs:**

**width x height**

Full Page	7 1/2” x 10”
Full Page with Bleeds	8 1/2” x 11” (included 1/8” bleed per side)
Half Page (horizontal)	7 1/2” x 5”
Half Page (vertical)	3 5/8” x 10”
Third Page (vertical)	2 1/2” x 10”
Quarter Page (vertical)	3 5/8” x 5”
Business Card	3 1/2” x 2”

**Service Directory Listing** (text copy only) includes: Name, address, phone number and 35 word listing. Cost over 35 words is \$5.50/line. Each display ad includes a service directory listing.

***Please Note:***

Full payment must accompany Advertising Space Reservation/Contract  
Make checks payable to: NEDA and mail to:  
Ginette Brockway, 12 Putnam Road, Acton, MA 01720.  
Email: [ginette.brockway@verizon.net](mailto:ginette.brockway@verizon.net).