



All Sports Association 2018 Banquet Program

Advertising Rate Sheet

ADVERTISING RATES

All ads are full color

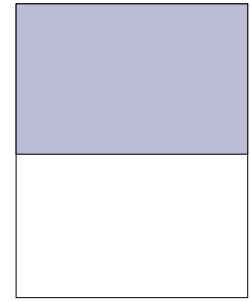
Full Page	\$795
1/2 Page	\$475
1/4 Page	\$275
Business Card size	\$155
Back Cover	\$1,200
Premium Inside Front Left Cover	N/A
Premium Inside Front Right	N/A
Premium Inside Back Left	\$1,000
Premium Inside Back Right Cover	\$1,000

Ad Sizes	Trim	Live Area
Full Page	7.5" x 10"	7.25" x 9.75"
1/2 Page	7.5" x 5"	7.25" x 4.75"
1/4 Page	3.75" x 5"	3.5" x 4.75"
Business Card	3.75" x 2.5"	3.5" x 2.25"

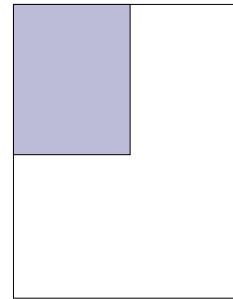
LAYOUTS



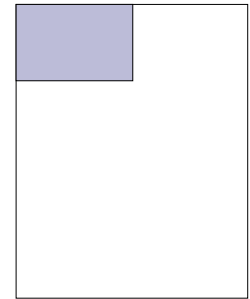
Full Page



1/2 Page



1/4 Page



1/8 Page
Business Card size

DEADLINES

All ad submissions must be received by January 5, 2018.

CIRCULATION

Circulation Rate Base: 5,000 copies
 Ad Design (one proof): \$55 - custom photography/graphics subject to quotation.
 Agencies: All rates are net. Non-Commissionable.
 Reprints: Quoted upon request.

GENERAL TERMS

Payment

Payment for all ads must be received no later than the Ad Materials deadline of January 5, 2018.

Orders & Cancellations

Cover Pages are non-cancelable. All other ads are non-cancelable after Space deadline.

Performance

Performance of Publisher and Advertiser are subject to the terms and conditions of the applicable Advertising Insertion order and agreement.

MECHANICAL SPECS

Bleeds

Add .0125" bleed to specified trim size on all four sides. Critical graphics and text must be at least 5/16" inside trim space.

Spread Ads

Create as two separate pages. Precise alignment of text or design elements across gutter is not guaranteed. (allow at least 0.25" safety zone at gutter-side edge)

Fonts & Colors

Postscript fonts preferred and strongly recommended. All files must be converted to CMYK. Files not converted to CMYK will be converted; however, color conformity to original is not guaranteed.

Proofs

Precise color match is not guaranteed. Color proof \$25.

File Formats

Preferred: Flattened high resolution (minimum 300dpi) PDF with embedded fonts.
 Other acceptable: TIF or EPS (Type converted to outlines) Native in InDesign, Illustrator or Photoshop. 300dpi .jpeg at 100% size will be accepted.

File Submission

Email: art@shaffrangroup.com
 Please include all contact info and Advertising Order Number.

Contact us about advertising your business.

850.424.1686

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