



## GUIDELINES FOR ADVERTISING COPY

The following guidelines apply to advertising copy for The Gateway Parrot Club (GPC) program for The All American Hookbill Fair and Seminar. The format of the program will be “bookfolded,” each page measuring 5.5” wide by 8.5” tall.

Placement of ads will be entirely at the discretion of the GPC. Special contracts may be issued for specific locations, such as the inside covers, which will be for full-page ads only. While not guaranteeing the format of program, early plans are to place all advertising at the rear of the program following the informational content of the document. Full-page ads will appear first, followed by half-page ads, two per page, and finally one-third page ads, three per page. Order of placement, within a given size will be determined by the date ad payment is received.

The GPC reserves the right to reject any advertising and is not required to share its reason. Content of advertising should be tasteful and appropriate for fair attendees. Ad content should be well produced. Rates for advertising do not include any preparation, editing or artwork.

### SIZE

Ad sizes are not variable, and are:

Size	Dimension	Aspect Ratio
Full page	4.5” Wide by 7” High	9 x 14
Half page	4.5” Wide by 3.25” High	18 x 13
One-third page	4.5” Wide by 2” High	9 x 4

Ad copy of a different aspect ratio may be displayed within one of the three available sizes. For example, a typical business card format, 3.5” wide by 2” tall could be displayed in a one third page ad, in which case it would be centered with a half inch of “empty” space on each side.

### FORMAT

Ad copy should be submitted in a standard graphics format, JPG or GIF preferred. Resolution of these images should be at least 200 DPI. This setting is available in software at the time the image is saved or exported. It should be increased from the common default value of 96 DPI.

Artwork with a non-standard aspect ratio will be centered in the specified space. The advertiser should specify whether or not a border is desired.

A service charge of \$20 will be charged to scan printed copy and format for printing.