



SCAADAC Newsletter Ad Sizes and Rates

(All measurements are horizontal x vertical.)

Full Page, 7.75 (h) x 10.25 (v)	\$200
Half Page Horizontal, 7.25 (h) x 5.5 (v)	\$150
Half Page Vertical (1 Full Column), 3.75 (h) x 10 (v)	\$150
1/3 Page, 5.25 (h) x 5.0 (v)	\$75
1/6 Page, 3.5 (h) x 3.75 (v)	\$50
Business Card & Classified, 3.5 (h) x 2 (v)	\$25
Web Site Banner Ad and Link to Your Site <i>(For 1 year period, 540 (h) x 60 (v) or 100 (h) x 325 (v), banner ad)</i>	\$500
Second Web Site Banner Ad and Link to Your Site	\$100

Acceptable Formats for Newsletter and Web Advertising:

FOR PRINTED ADVERTISING:

- **Electronic formats:** JPG, TIFF, EPS, PSD (Photoshop), Freehand EPS, Illustrator EPS or PageMaker 6.5 (Windows)—Please include all fonts, placed graphics, pictures, etc. Graphics files should be 300 dpi or higher in resolution (600 dpi or higher for bitmaps) for print advertising
- **Camera-ready:** 600 dpi (1200 dpi preferred) camera-ready laser print

Please note that files for print advertising may be sent on a Windows-compatible CD ROM or e-mailed to michael.stalnakier@queencommunicationsllc.com

FOR WEB ADVERTISING:

- JPG, GIF, PSD (Photoshop) or EPS formats—Graphics files should be 72 or 96 dpi resolution for web publishing

Please note that files for web advertising may be sent on a Windows-compatible CD ROM or e-mailed to michael.stalnakier@queencommunicationsllc.com

SCAADAC

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