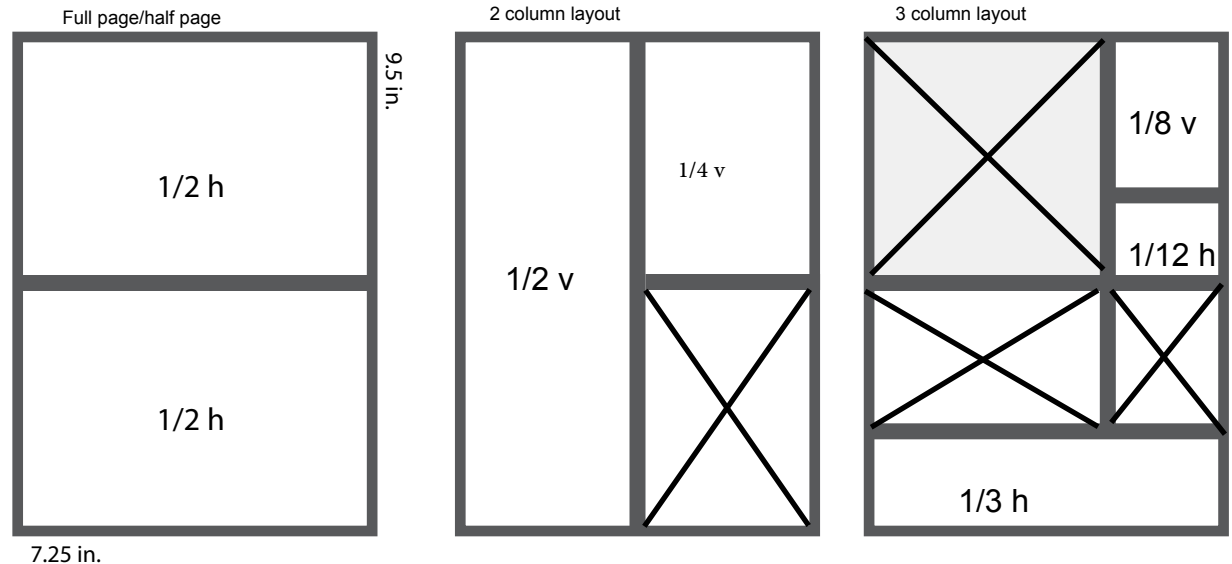


Ad Sizes	Decimal Inches	
	Width	Height
Full page	7.25	x 9.50
Half page vertical	3.50	x 9.50
Half page horizontal	7.25	x 4.50
Third page horizontal	7.25	x 3.10
Quarter page vertical	3.50	x 4.50
1/8 page vertical	2.30	x 3.50
1/12 page horizontal	2.30	x 2.00



Submission Guidelines

To ensure your ads are reproduced accurately, please follow the guidelines below. Low-resolution issues are the most common errors we encounter.

PDF specifications

PDF files need to be PDF/X-1a, Press Quality PDF, or a native files with all graphic support files and printer fonts outlined. Other PDF formats are too unstable to be used in our publishing software.

Other acceptable file formats

Adobe InDesign, or Illustrator CS3, CS4, and CS5 (with type converted to outlines).

What we can't accept

Sorry, but files created in Microsoft Publisher, Microsoft Word, and Microsoft PowerPoint are incompatible with our publishing software.

Images

Images—photos and artwork— should have an effective resolution of 300 dpi. Print publication requires larger, high-resolution files. Those 72 dpi images, or low-resolution images downloaded from Websites, are simply too small or too pixelated to reproduce for print.

PSD, TIFF, PNG, EPS, and JPG are acceptable format files for photos, images/illustrations.

Fonts

The Gazette is produced on Macs, and we may have to substitute Mac fonts in files from Windows computers, if a perfect match cannot be found.

Contact

Have an ad ready to send, please email to: advertise@gpcadc.org and gazette@gpcadc.org.

For technical questions contact:

Lisa McCluskey
lmccluskey@gmail.com
 703.593.9084

Glover Park Gazette Ad Rates 2019-2020

	Number of issues								
Size	1	2	3	4	5	6	7	8	9
1/12 Page Horizontal or Vertical	\$60.00	\$120.00	\$180.00	\$235.59	\$290.08	\$343.46	\$395.74	\$446.92	\$497.00*
1/8 Page Vertical	\$106.00	\$212.00	\$318.00	\$416.21	\$512.46	\$606.77	\$699.13	\$789.54	\$878.00*
1/4 Page Horizontal or Vertical	\$165.00	\$330.00	\$495.00	\$648.00	\$798.00	\$945.00	\$1,089.00	\$1,230.00	\$1,368.00*
1/3 Page Vertical	\$261.00	\$522.00	\$783.00	\$1,024.72	\$1,261.62	\$1,493.69	\$1,720.95	\$1,943.38	\$2,161.00*
1/2 Page Horizontal or Vertical	\$330.00	\$660.00	\$990.00	\$1,295.59	\$1,595.08	\$1,888.46	\$2,175.74	\$2,456.92	\$2,732.00*
Full Page	\$620.00	\$1,240.00	\$1,860.00	\$2,434.26	\$2,997.08	\$3,548.46	\$4,088.41	\$4,616.92	\$5,134.00*

Inserts: \$500 per issue; advertiser provides inserted material. Print run is 3,600.

*** 10% discount available for prepayment.**