



2024 National League of American Pen Women Biennial Conference Advertising Agreement Form

Company Name	Contact person		
Address	City	State	Zip
Phone	Contact e-mail		

Advertising Rate Schedule and Sizes

	Width	Height	Ad rate by 2/15	Ad rate by 3/15	Ad Prep
<input type="checkbox"/> Inside Front Cover (full bleed)	8 ¾	11 ¼	\$200	\$250	\$150
<input type="checkbox"/> Inside Back Cover (full bleed)	8 ¾	11 ¼	\$200	\$250	\$150
<input type="checkbox"/> Full page (full bleed)	8 ¾	11 ¼	\$150	\$200	\$100
<input type="checkbox"/> Full page non bleed	7 ½	10	\$150	\$200	\$100
<input type="checkbox"/> 1/2 Page – Horizontal only	7 ½	4 7/8	\$100	\$125	\$ 75
<input type="checkbox"/> 1/4 Page – Vertical only	3 ½	4 7/8	\$75	\$100	\$ 75
<input type="checkbox"/> 1/8 Page– (business card size)	3 ½	2 ¼	\$ 50	\$ 75	\$ 50
TOTAL \$ _____					

CAMERA-READY FILES

- Ads must be submitted as Hi Resolution Press Ready PDF files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. Color ads should be CMYK only. RGB, Pantone or spot colors should be converted to CMYK before distilling a press-ready PDF. PDF files created by Word are not considered camera-ready. **Publisher, Powerpoint, Canva or Microsoft Word files are not acceptable.**
- Minimum photo resolution is 300 dpi.
- Bleed ads are full page ads that go to the edge of the page and must have a minimum .125" bleed beyond the trim on all four sides. Keep each text, logo and important imagery to the centered 7.5" x 10" live area.
- Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A hairline rule will be added around any ad submitted with white space on any side.
- **Unacceptable advertising materials.** Materials which are photocopied, typewritten, previously printed or laser-generated are not acceptable. Thin lines, fine serifs and medium and small lettering should be restricted to one color. If any of the aforementioned appears in more than one color (or dropped out of one color), the publisher cannot assume responsibility for registration. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads to conform to correct advertising format; incorrectly sized ads will not be floated.

PAYMENT

AD SUBMISSION

- I will provide artwork.**
Dimensions are width x depth. See Advertising Rate Schedule and Sizes information for specifications
- Ad preparation needed.**
I will contact Gayle Holton Design at gayle@holtondesign.com or 614-572-6615
- I understand that I am bound by the rules published in the Advertising Rate Schedule.
- Send camera ready art to gayle@holtondesign.com**
- Signature _____
- Date _____

PAYMENT

- A check is enclosed in the amount of \$ _____
Make check payable to NLAPW and send to:
1300 17th Street, NW
Washington DC 20036-1901
Att: Evelyn Wolford
- To pay by credit card for the ad placement
- Call the national office at 202-785-1997**

*Only ads paid in full by **March 15, 2024** will be included in the publication. All artwork must be received by **March 25, 2024**. **Art work should be submitted to gayle@holtondesign.com**. Artwork submitted after **March 25, 2024** may not be included in publication.*