



## 2015 MOWA Publication Dates, Deadlines & Criteria

<u>Little Digger Issue</u>	<u>Ad Copy Due Date</u>				
December '14/January '15	December 12 <sup>th</sup>				
February/March '15	February 13 <sup>th</sup>				
April/May '15	April 10 <sup>th</sup>				
June/July '15	June 12 <sup>th</sup>				
August/September '15	August 14 <sup>th</sup>				
October/November '15	October 9 <sup>th</sup>				
<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><u>Annual Directory</u></th> <th style="text-align: center;"><u>Ad Copy Due Date</u></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2015 Annual Directory</td> <td style="text-align: center;">July 1<sup>st</sup></td> </tr> </tbody> </table>		<u>Annual Directory</u>	<u>Ad Copy Due Date</u>	2015 Annual Directory	July 1 <sup>st</sup>
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2015 Annual Directory	July 1 <sup>st</sup>				

### Advertising Copy Criteria

- Ads may be printed as **1-color** (*black only*), **2-color** (*black + blue/PMS 279*) for the Annual Directory and/or Little Digger; or **4-color** (*CMYK*) for the Little Digger only (*4-color not available for Directory ads*).
- Artwork should be "press ready." A fee of \$50 per hour will be billed if graphic design work is required.
- **Color ads** should be submitted as .pdf files and should be saved as "High Quality" or "Press Ready" with PMS 279 *specified as the spot color*. *Please embed all fonts and DO NOT subset fonts*. Please make sure images are not RGB or Index color: images should be in a CMYK format.
- **Black Ink only ads** may be submitted electronically as Windows formatted grayscale (not RGB, CMYK or Index), .pdf or .eps files. You may also want to place ads on a FTP site for us to retrieve.
- Send ads to [mowaCarla@aol.com](mailto:mowaCarla@aol.com).

#### **Ad Dimensions:**

Full Page Ads	-	9.625" (h)	x	7.5" (w)
1/2 Page Ads	-	4.833" (h)	x	7.5" (w)
1/4 Page Ads	-	4.833" (h)	x	3.6" (w)
1/8 Page Ads	-	3.6" (h)	x	2.2" (w)

<u>Ad Size</u>	<u>Newsletter</u> <i>Full Year (6 Issues)</i>	<u>Directory</u> <i>Annual</i>	<u>Newsletter</u> <i>Single Issue</i>
Full Page	<input type="checkbox"/> \$2,615	<input type="checkbox"/> \$1,433	<input type="checkbox"/> \$546
Full Page – Inside Cover	<input type="checkbox"/> \$3,140	<input type="checkbox"/> \$1,722	
1/2 Page	<input type="checkbox"/> \$1,622	<input type="checkbox"/> \$ 677	<input type="checkbox"/> \$336
1/2 Page – Back Cover	<input type="checkbox"/> \$2,105	<input type="checkbox"/> \$ 882	
1/4 Page	<input type="checkbox"/> \$ 961	<input type="checkbox"/> \$ 404	<input type="checkbox"/> \$200
1/8 Page	<input type="checkbox"/> \$ 630	<input type="checkbox"/> \$ 273	<input type="checkbox"/> \$131

**Combination Packages: A full year of advertising in both publications!  
Packages include 10% discount plus Annual Directory.**

**Little Digger + Annual Membership Directory Combo Packages**

<u>Ad Size</u>	<u>Inside Pages</u>	<u>Inside</u> <u>Front/Back Cover</u>	<u>Outside</u> <u>Back Cover</u>
Full Page	<input type="checkbox"/> \$3,638	<input type="checkbox"/> \$4,368	
1/2 Page	<input type="checkbox"/> \$2,069	<input type="checkbox"/> \$2,483	<input type="checkbox"/> \$2,688
1/4 Page	<input type="checkbox"/> \$1,223		
1/8 Page	<input type="checkbox"/> \$ 814		

**Due Date:** Return form and payment by **December 12th, 2015** to advertise in MOWA's Dec-Jan Little Digger.

Contact Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

- A. \_\_\_\_\_ Please charge my credit card  
in the amount of \$\_\_\_\_\_
- B. \_\_\_\_\_ A check in the amount of \$\_\_\_\_\_ is enclosed (payable to MOWA)  
(1/2 total amount = bill me for balance on March 1, 2015)

**Circle one:**            Visa                                    Mastercard

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Account number \_\_\_\_\_ Exp. Date \_\_\_\_\_