

BLUEGRASS ASSOCIATION OF SOUTHERN CALIFORNIA SPECIFICATIONS AND RATES FOR AD SUBMISSIONS

Publication Details:

Same ad runs in both the newsletter and the website ad page for the time period you select.

- Newsletter – Letter size, portrait layout. Page content area is 7.5 inch x 10 inch. Distributed by e-mail.
- Website – Ad page's content area is 750 pixels by 1000 pixels.

Accepted Digital Ad Formats:

- Adobe Acrobat (*.pdf)
- JPEG or TIFF (*.jpg, *.tif)
- Adobe Photoshop (*.psd)
- Adobe Illustrator (*.eps)

Other Details

- All files must be RGB or Grayscale formatted (not CYMK)
- Images should be sized appropriately for your desired ad space
- Mac users must include the appropriate 3-character extension in all file names
- Resolution: Newsletter: 300 ppi (pixels per inch), website: 72 ppi.
- Digital ads should be e-mailed to: **webmaster@socalbluegrass.org**

Newsletter Ad Details:

- Deadline for copy is the 20th day of the month before month the ad will run.
- Rates quoted below are for either a single appearance or for six appearances in the newsletter.
- Your ads can be linked to your website.

Web Site Ad Details:

- Ads will be placed on the web site as soon as possible after they are received by BASC, normally within 5 days, depending on workload.
- Your ad will remain on the website until the end of month of the final appearance of the Newsletter version.
- Your ads can be linked to your website.
- You may submit an alternate version of your ad to BASC for use on the website, if you wish. Otherwise BASC will convert your Newsletter ad to the resolution of the website. Size of the alternate version in pixels should be 100 times the size of the newsletter ad in inches, but you may select a smaller version.

Ad Sizes and Rates:

Name	Newsletter Size ¹ (inches)	Webpage Size (pixels)	Rate for One Appearance	Rate for Six Appearances
Full Page	8x10.5	750x1000	\$75	\$360
Half Page	8x5.0	720x450	\$60	\$300
Quarter Page	3.9x5.0	360x450	\$30	\$150
Two Column	3.9x10	360x900	\$60	\$300
One Column	1.9x10	180x900	\$35	\$180
Half Column	1.9x4.9	180x450	\$25	\$120
Business Card (vertical)	1.9x3.9	180x360	\$20	\$90
Business Card (horizontal)	3.9x1.9	360x180	\$20	\$90

Payment:

Payment can be made either online at <http://basc.bjw.me/>
or by sending a check made out to **BASC** to:

Ben Weinberg
16799 Schoenborn St.,
North Hills, Ca. 91343.

Payment must be received before you ad can be published.

¹ Size quoted includes two tenths of an inch gutter between ads.