

# ALL FAIRLINGTON BULLETIN

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## RATE CARD and ADVERTISER GUIDELINES

### RATES

Please note that the rates below are for space only. **FILES MUST CONFORM TO THE GUIDELINES LISTED UNDER SPECIFICATIONS.**

Ad size	Height(inches)	Width (inches)	Rate	6 Month Rate
Eighth page	2 3/16	3 5/8	\$47	\$45
Quarter page	4 5/8	3 5/8	\$94	\$90
Half page	4 5/8	7 1/2	\$195	\$190
Full page	9 1/2	7 1/2	\$395	\$380
Back cover	9 1/2	7 1/2	\$505	\$485
Insert (1 side)	11	8 1/2	\$525	\$505
Insert (2 sides)	11	8 1/2	\$570	\$550
Pre-printed insert*	11	8 1/2	\$510	\$505

\*Deliver 3,700 pre-printed one- or two-sided inserts to Global Printing by the third Friday of the month. Please contact the advertising manager for instructions.

### DEADLINE and PAYMENT

*Your ad file and payment must be received by the 10<sup>th</sup> of the month preceding publication* (e.g., deadline for the January *Bulletin* is December 10). Please allow 5 days for postal delivery.

E-mail your file: fca.fairlington.ads@gmail.com  
Mail your check: FCA, PO Box 6182, Arlington, VA 22206-0182  
Drop off your check: Drop-Box in Fairlington Community Center, 3308 S. Stafford Street  
(Take right through double doors after entering building. Drop-box is on the right.)

### SPECIFICATIONS

Pre-designed ads are accepted as described below.

#### PREFERRED ELECTRONIC FORMATS

Advertisements can be accepted in the following formats and must meet the following specifications:

- EPS 300 dpi, grayscale, all text converted to outlines
- PDF Distilled at 300 dpi, all fonts embedded
- TIF and JPG 300 dpi, grayscale

## **ACCEPTABLE ELECTRONIC FORMATS**

Advertisements created in the following software are acceptable. Be sure to include all fonts and artwork when you send the files.

- InDesign
- Illustrator (version 9 or lower)
- Photoshop (version 6 or lower)
- Quark (versions 3.3 – 5)
- PageMaker (versions 6.5 – 7)

## **DESIGN SERVICES**

**Advertising space does not include design services. The *All Fairlington Bulletin* advertising manager does not design ads.**

### **FOR FURTHER INFORMATION**

***All Fairlington Bulletin* Advertising Manager**

Beth Andrews

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