

ALL FAIRLINGTON BULLETIN

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 (see page 2) TO AVOID EXTRA CHARGES.** We do not provide graphic design services, however we can refer you to a graphic designer.

| AD SIZE | HEIGHT (inches) | WIDTH (inches) | RATE | 6 MONTH RATE |
|---------------------------------|------------------------|-----------------------|-------------|---------------------|
| Eighth page (aka business card) | 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 |
| Mini-Ads/Text only | \$0.50 per word | | | |

*Deliver 3,700 pre-printed one- or two-sided inserts to More Vang 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 10th 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 pdf/graphic file or text copy: admanager@fca-fairlington.org

Pay Online: PayPal to address: fca.fairlington.ads@gmail.com

Mail your check (payable to FCA):

- USPS: FCA, PO Box 6182, Arlington, VA 22206-0182, OR
- Drop-Box in Fairlington Community Center*, 3308 S. Stafford Street, Arlington.

*Take right through double doors after entering the building. Drop-box is on the right.

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RATE CARD and ADVERTISER GUIDELINES, continued

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

WE CAN ACCEPT BOTH COLOR AND BLACK & WHITE. COLOR WILL RUN IN THE DIGITAL VERSION ONLY. The printed version will be delivered to our 3,449 households in grayscale/black and white.

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)

FOR FURTHER INFORMATION

All Fairlington Bulletin Advertising Manager

Rita Bubniak

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703-585-1693