

2008 DISPLAY ADVERTISING GUIDELINES AND RATES

MART ISSUE	ADVERTISING DUE DATE
FEBRUARY 2008	Wednesday, January 2
APRIL 2008	Monday, March 3
JUNE 2008	Thursday, May 1
AUGUST 2008	Tuesday, July 1
OCTOBER 2008	Tuesday, September 2
DECEMBER 2008	Monday, November 3

Note: The ad submission and payment due dates for the MART are the first weekday of the month immediately preceding the issue publication month.

AD PLACEMENT. We cannot guarantee ad placement but will do our best to accommodate your requests.

GENERAL RULES

- All ads shall be strictly descriptive and confined to the buying, selling, or trading of horological items only.
- All ads must contain the member's name.
- NAWCC Regional ads must include the following disclaimer: "The NAWCC, its officers and members and the 'name of regional' are not responsible for any loss, injury, or tort during this meeting."
- All ads MUST be PAID IN ADVANCE.

SUBMITTING DISPLAY ADS. We accept Microsoft Word, Microsoft Publisher, Adobe Illustrator, Quark XPress, or CorelDraw files. Send separate images if they are not embedded in the layout files. Send unusual fonts if from a PC platform. PDF files are acceptable if fonts and images are embedded in the PDF file. We accept ads on 1.44 MB diskettes, CDs, DVDs. or by email (see instructions below).

Images and photographs. Photographs should be scanned at 266-300 dpi actual size and placed in the ad. If you do not scan and place your photograph, the layout file should indicate where to place the separately submitted photos.

Line art should be scanned at 600-1000 dpi and imported into your layout file or sent to us as hardcopy and we will place it within your file. The hardcopy of the line art should be at least 600 dpi laser quality. All linked image files should be sent separately. We use the PC platform. We can work with MAC files but fonts may be substituted. **Please send a hardcopy of your digital file to ensure correct font substitution.**

The resolution from a digital camera should be at least 220 dpi, and preferably 266-300 dpi, at actual print size. Ads submitted as laser or inkjet printouts with line art and text should have a resolution of at least 300 dpi, and preferably 600 dpi, in order to reproduce clearly.

Please do not email files larger than 3 megabytes in one email. The email address is: mart@nawcc.org. When submitting files via email, a hardcopy of your file submissions, sent via USPS or fax, is very helpful to ensure accuracy.

CLASSIFIED AD RATES See other page for details.

\$2.80 per line of 33 characters (letters, punctuation, and spaces are considered characters). 3 line minimum = \$8.40.

Words should be hyphenated and spaced according to the rules of standard English.

DISPLAY AD SIZES AND RATES

The front and back covers and inside color pages may be reserved in advance through MART Editor Diana De Lucca, ddelucca@nawcc.org, or Publication Assistant Elise Leytham, mart@nawcc.org.

See bottom of page for other contact info.

Front Cover 7-1/4" X 9"
COLOR ONLY \$1200


Back Cover 7-1/4" X 9-3/4"
COLOR ONLY \$915

Full Page 7-1/4" X 9-3/4"
Black & White \$815
Color \$915

1/2 Page 7-1/4" X 4-7/8"
Black & White \$435
Color \$485

1/4 Page 7-1/4" X 2-3/8"
Black & White \$225
Color not available

1/3 Page 7-1/4" X 3-1/4"
Black & White \$300
Color not available



The following Special Rates apply to NAWCC Regionals, Conventions, and Symposiums for black and white ads:
 Full page \$715
 Half page \$385
 1/3 page \$275
 1/4 page \$210

1/3 Page 2-1/4" X 9-3/4"
Black & White \$300
Color not available

Column inch ads

(Multiply height of ad by \$31, round off to nearest quarter inch. Multiply this number by number of columns the ad will span.)

Column Widths:

1 column—2-1/4" wide • 2 cols—4-3/4" wide • 3 cols—7-1/4" wide

Ad design and layout **if time permits:** \$25/hour (one hour minimum).

CONTACT MART Staff — c/o NAWCC MART, 514 Poplar Street, Columbia, PA 17512-2130
 Phone: 717-684-5544 • Fax: 717-684-0878 • Email: mart@nawcc.org