



### **AD ORDER INSTRUCTIONS & SPECIFICATIONS**

The Las Vegas Writers Conference program is distributed and perused by all attendees. We are excited to offer you the opportunity to promote your business or work! The program's size is 8.5X11 inches. It is printed in full color, and is generally around 16 to 20 pages. Please read the list below for instructions on how to submit your ad.

- PDF, TIF or JPG files are preferred. However, make sure the ad is high resolution (300 dpi). Website JPG files are 72 dpi and are not suitable for print. Photoshop or Illustrator files also accepted with accompanying font file.
- Ad order may be emailed as long as the file is under 10 MB. Send to [deb@bluesunstudioinc.com](mailto:deb@bluesunstudioinc.com)
- All fonts must be embedded PDF or JPG files. Please do not send magazine or newspaper clips. Clippings will not be accepted for printed ad submittal.
- Submit advertising copy in electronic files only, in color (CYMK, please) or grayscale. If ad is submitted as an RGB file, color changes may occur upon conversion.
- Embed ALL fonts (converted to paths, etc). If not, then default substitution may occur. Please do not include faux bold or italic fonts.
- Do not include crop marks. If you would like a border around the outside of your ad, please include that.
- It is the sole responsibility of the sender to check ad copy for correct information.
- If an ad needs to be designed from scratch or re-built to fit the specs, design services will be billed at a special conference rate of \$60/hr. Please inquire with Deb Dorchak at [deb@bluesunstudio-inc.com](mailto:deb@bluesunstudio-inc.com) for a quote on ad design services.

**DEADLINE FOR ADVERTISING COPY: April 17, 2019**

### **2019 ADVERTISING RATES**

Spread Type	Size	Cost
Full Page	8.5 X 11 inches	\$350
Two Page Spread	17 X 11 inches	\$650
2/3 Page	8.5 X 7.25 inches	\$260
1/2 Page Horizontal	8.5 X 5.5 inches	\$200
1/2 Page Vertical	4.25 X 11 inches	\$200
1/3 Page Horizontal	8.5 X 3.25 inches	\$160
1/3 Page Vertical	2.75 X 11 inches	\$160
Quarter Page	4.25 X 5.5 inches	\$100
Business Card	4.25 X 2.75 inches	\$55

**Payment should be sent via check to:**

Las Vegas Writers Conference Program

Deborah Dorchak, Editor P.O. Box 92032

Henderson, NV 89009