

# OFF COURSE ADVERTISING RATES

## ADVERTISING CHAIR

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## OFF COURSE DEADLINES

|                         |             |
|-------------------------|-------------|
| JANUARY/FEBRUARY ISSUE  | DECEMBER 10 |
| MARCH/APRIL ISSUE       | FEBRUARY 10 |
| MAY/JUNE ISSUE          | APRIL 10    |
| JULY/AUGUST ISSUE       | JUNE 10     |
| SEPTEMBER/OCTOBER ISSUE | AUGUST 10   |
| NOVEMBER/DECEMBER ISSUE | OCTOBER 10  |

| DISPLAY ADS        | members* | non-members** | CLASSIFIEDS^     | members | non-members |
|--------------------|----------|---------------|------------------|---------|-------------|
| Full Page          | \$75     | \$85          | First 25 words   | n/c     | \$5         |
| 1/2 Page           | \$40     | \$50          | Ea. word over 25 | 25¢     | 50¢         |
| 1/3 Page           | \$30     | \$40          |                  |         |             |
| 1/4 Page           | \$20     | \$30          |                  |         |             |
| Business Card size | \$10     | \$20          |                  |         |             |

\*no charge for typesetting, scanning or production

\*\* charges are as follows: composition \$5 scans \$10/each

^ will run for two issues unless cancelled

**MULTI-ISSUE DISCOUNTS:** Prepay for 6 display ads and get an additional one free.

**SUBMISSION GUIDELINES:** For best image reproduction, provide film, photographic prints or digital files. Digital files should be no larger than 1600x1200 pixels and must have a resolution of at least 200 dpi. Note that images saved for web viewing (72dpi) are not suitable for print. Please inquire about prices for custom designed ads.

**ART & DIGITAL FILES SHOULD BE SENT TO:** Nicole at nmiller@millermark.com or offcoursenews@hotmail.com. Most formats are acceptable but .doc, .pdf, .jpg are preferred. Any special fonts need to be sent with the digital file. Print resolution 300dpi. Art/photos will be returned if a SASE is provided.

**PAYMENT & SPACE RESERVATIONS SHOULD BE SENT TO:** Gloria Bush. Make checks or money orders payable to SEDA.

**1/3 VERTICAL  
2.312" X 9.75"**

**FULL PAGE  
7.312" X 9.75"**

**BUSINESS  
CARD  
VERTICAL  
2" X 3.5"**

**BUSINESS CARD  
HORIZONTAL  
3.5" X 2"**

**3/4 SQUARE**  
**4.7" X 4.7"**

**1/4 VERTICAL**  
**2.275" X 4.7"**

**1/2 HORIZONTAL**  
**7.3" X 4.9"**