

SFAGO NEWSLETTER

ADVERTISING INFORMATION

Rates Effective July 1, 2005

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Revised December 20, 2011

SFAGO NEWSLETTER ADVERTISING INFORMATION

Since 1999, the SFAGO Chapter newsletter has been produced electronically. All type and images, whether line drawings, photos, maps, etc., are digital representations of items. Although we are able to accept paste-up advertisements, we incur additional costs to produce the printed newsletter due to the extra manual work involved. Furthermore, we lack the facilities to include such advertisements in the online version of the newsletter. See page 3 for information and limitations if you need to submit your ad in this form.

DIGITAL SUBMISSIONS — REQUIREMENTS

All advertising submissions must be camera ready and in digital format. “Camera ready” in this context means the Adobe Portable Document File format (PDF), with full font embedding, and no restrictions placed on copying the document’s contents. This is the only format we will accept.

In digital publishing, native word-processing documents are not considered “camera ready,” regardless of the application used to create the document. This includes MS Word, AppleWorks/ClarisWorks, Pages or any other text editing software. These documents must be typeset by us, at additional cost to you, in order to appear in the newsletter. See page 4, **Additional Options**, if you need our assistance in this area.

With the right combination of software, you can create a legitimate PDF document using any of these applications. In Mac OS 9 and below, this means having: a laser printer with PostScript® capability, OR any non-PostScript printer and Adobe’s free Virtual Printer software (a subset of the AdobePS driver in the Chooser); AND Adobe Distiller version 4 or higher. In Mac OS X 10.4 and higher, you might obtain satisfactory results using the system’s built-in Print-to-PDF feature, located in the print dialog box of most applications. Less-expensive PDF creation software is available, but may not produce a bug-free press quality PDF. Sorry, we are not in a position to advise PC users of their needs.

WHEN DESIGNING THE ADVERTISEMENT:

- ☛ **ADHERE TO THE SIZE OF THE AD FOR WHICH YOU ARE PAYING.** See pages 7 thru 10 for templates of all the ad sizes we offer. If your ad does not fit, no amount of wishing will make it so.
- ☛ **OVERSIZED DIGITAL ADS WILL BE SHRUNK PROPORTIONALLY,** i.e., height and width will be reduced by the same percentage, which should not result in distortion of the ad.
- ☛ **UNDERSIZED DIGITAL ADS WILL BE LEFT AS RECEIVED,** on the assumption that you are deliberately allowing white space around the ad for visual effect.
- ☛ **NO BLEEDS.** We are not set up to handle bleeds, which incur additional cost in both material and labor.
- ☛ **USE SCREENS WITH CARE.** We cannot guarantee the appearance of screens you place in your ads. Our printer tells us that some screens appear blotchy on their press. Due to the possibility of obscuring any text you may place on top of a screen, we recommend that you use no more than a 20% black tint for any screen.

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WHEN CREATING THE PDF DOCUMENT:

- **SPECIFY “FULL FONT EMBEDDING,”** otherwise the typefaces you use may be substituted on the computer that is used to lay out the newsletter. The result of such font substitution is sometimes far removed from what you, the designer of the advertisement, may have had in mind, especially if you used a script or other headline typeface.
- **SPECIFY “PRESS QUALITY”** — at least 1200 dpi — when creating the PDF.
- **USE ADOBE ACROBAT DISTILLER** (version 4 or higher) to create the PDF. Knock-off products which claim to create PDFs may not produce a useable file for printing.
- **PLACE ONLY ONE (1) IMAGE OF YOUR AD PER PAGE,** i.e., do not place multiple copies of your ad on a page. If possible, define your page size close to the size of the ad, or use the full version of Acrobat to trim the page size so there is no more than one-eighth inch border around the ad. Trimming your ad will speed up the process of laying out the newsletter. Note that trimming is not a requirement, since we are able to do this.

WHEN SUBMITTING YOUR AD:

- For easy identification, name your PDF by using your name (and the name of the client or event). Files with short, cryptic names are easily misplaced.
- Send your PDF as an attachment to the e-mail message.
- If there is anything that you consider critical about your ad (typeface, spacing, photo), please send hard copy (via USPS) to the newsletter editor for a visual comparison. This is always the safest thing to do when advertising, since digital files can and do occasionally get mangled in the ethernet of the Internet. In this way, if what I see in your file does not agree with what you printed, I can contact you for remedial action.
- If your PDF file is very large (over 2MB) please use Stuffit, or its PC equivalent, to compress the file before sending it. If you are sending more than one file, it is best to first place all the files in a folder, compress the entire folder, then send the resulting “.zip” or “.hqx” file to the newsletter editor.
- Remember: **PDF files only.** Do not send MS Word “.doc” or “.docx” files.

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PHYSICAL ARTWORK — REQUIREMENTS

We can process ads submitted the “old fashioned way,” but it increases our production cost to do so in the layout process, the extra handling in sending the artwork to the printer, and special handling by the printer. A surcharge of \$10.00 applies to ads of any size that are submitted in this manner to cover our increased cost.

Limitation: These ads will not appear in the online version of the newsletter. We do not have the capability to convert your ad to digital format.

Advertising rates are for camera ready copy only — no exceptions. Be certain that you understand what “camera ready” means before submitting physical ads. Call the newsletter editor if you need information; he is more than happy to assist you.

- ☛ **ALL ADS** must meet the size specified in our rate schedule. We cannot enlarge or reduce ads.
- ☛ Artwork must be **black on white** and should be on paper **no heavier than index stock**—do not mount on art boards.
- ☛ Photographs are \$15 additional **per photo**.
- ☛ **PHOTOGRAPHS MUST BE BLACK AND WHITE GLOSSY PRINTS.** Negatives are not acceptable.
- ☛ **ART WORK AND PHOTOS ARE NON-RETURNABLE**, since all art is consumed in the production process. Do not ask for art work or photos to be returned.
- ☛ **PICTURES AND SCREENS** printed by inkjet or laser printers may lose some or all detail. For best results, submit pictures as glossy photographs and omit screens entirely.
- ☛ Ads that do not meet our specifications will be returned to the sender.

An ad, other than full page, may be published with a rule (line) added above, below and/or next to it to separate the ad from other material on the page. For best results in smaller sized ads, do not run your text close to the boundaries, or it may look squeezed and be unreadable.

GENERAL ADVICE ON SETTING YOUR OWN TYPE

Other than your eye-catching headline or other important elements within your ad, it is usually best to keep the type size below 12 points. Also, unless you know what you are doing, do not use more than two typeface families — three at the very most — throughout your ad. This is very general advice, and much depends on the dimensions of the ad itself, the typeface(s) chosen for headlines and body text, and aesthetics.

Varying the size of your type to make important elements stand out assists the reader in quickly “getting” your message. Using the bold, heavy, or even an ultra version of your typeface to emphasize important elements—or even the italic of your regular face—also assists the reader. Don’t go overboard varying type size, nor in using bold or italics. As in all things, “in medio stat virtus.”

Whatever else you do, do not resort to using ALL CAPITALS to get your point across—in any print media, this is the equivalent of screaming at your reader. Typeset material has numerous means for emphasizing words, phrases, or whole sentences. The use of Small Caps (WHICH LOOK LIKE THIS) helps in some situations.

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OTHER OPTIONS

If you are not up to designing your own ad, or lack the software to do so, we can handle that aspect at a reasonable cost. Most simple ads can be designed and typeset in an hour or less. More complex ads, especially those calling for a special border, may require a few hours of trial and error in arriving at the right balance of spacing and size.

My rate for designing and/or setting the type for your advertisement is \$45 per hour, with a one hour minimum. Should your ad require significantly less time to design and set than this, I will let you know and adjust the cost accordingly. If you need a press-ready copy of the ad for purposes in addition to the SFAGO Newsletter, whether in digital or physical format, please contact me for further information. This charge is for my work alone: the cost of the ad placement in the SFAGO Newsletter is separate—see: **Newsletter Advertising Rates**.

- Provide the text of your ad worded exactly as you want it.
- It is helpful if you indicate which information you consider the most important.
- Be certain to include all pertinent information, such as date, time, place/location, name of performer, what the event is.
- Remember the four “W”s: Who, What, Where, When. You might be surprised how many ads are submitted without one or more of those elements.
- Proofread your ad as if you knew nothing at all about the event or product you are advertising. Better yet, have someone else proofread your ad. If you find yourself scratching your head, you know something is missing, wrong, or unclear.

You may submit the text of your ad as hard copy (i.e., typed, not handwritten) via the USPS, or electronically via e-mail. Use any word-processing application (MS Word, AppleWorks, TextEdit) with which you are comfortable. Stick to basic and ubiquitous faces such as Times Roman, Palatino, Garamond, Arial, or the ubiquitous and ever-ugly Helvetica — the point is to provide me with easily-readable text. If it is not obvious from the type of ad you are submitting, you should indicate the type of “look” or “feel” you want your ad to portray, and I will use my best judgement to select type that matches your specs. For example, you may request that I use a script or other headline typeface for emphasis, and may request a body face if you have your own preferences in such matters, but please understand that I may not have the same typefaces that you do—even though my library presently consists of over 10,500 faces. Do *not* send me your font files unless I request you to do so.

Upon receipt of your text, I will review it. If I find anything confusing, such as the omission of pertinent or conflicting information, I will contact you for clarification.

I do not accept ad text over the telephone or by fax under any circumstances. All change requests must be in writing — e-mail works very well for this.

All work done is under the aegis of Pandemonium Press, George Morten, owner and operator. Upon completion of your ad, I will send you an invoice, either by e-mail PDF or snail-mail hard copy, according to your preference. Payment must be made within 30 days to avoid late charges. As a small business, I cannot accept payment by credit card — only checks drawn on your personal or business account.

Contact me via e-mail: <sfago-editor@att.net> any time, or phone: 209.565.6660 during normal daytime hours, Monday thru Friday.

**SFAGO NEWSLETTER
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NEWSLETTER ADVERTISING RATES

Effective July 1, 2005

AD SIZE	RATE
Full page	\$120
Three-quarter page	\$90
Two-thirds page	\$75
One-half page	\$60
One-third page	\$45
One-fourth page	\$30
Business Card	\$15

The rates shown are for one insertion in the SFAGO Chapter newsletter. If you intend to run the same, or substantially similar, ad in several issues, please contact the Newsletter Editor to inquire about special rates, if any.

PHYSICAL SIZE TABLE				
SIZE NAME	DIMENSIONS (INCHES)		DIMENSIONS (DECIMAL INCHES)	
	WIDTH	HEIGHT	W	H
Full page (Vertical)	7"	9-1/4"	7.0	9.25
Three-quarter page Vertical	5-1/4"	9-1/4"	5.25	9.25
" " " Square	7"	6-7/8"	7.0	6.88
Two-thirds page Vertical	4-5/8"	9-1/4"	4.63	9.25
" " " Square	7"	6-1/8"	7.0	6.13
One-half page Horizontal	7"	4-5/8"	7.0	4.63
" " " Vertical Full	3-1/2"	9-1/4"	3.5	9.25
" " " Vertical	4-5/8"	7"	4.63	7.0
One-third page Horizontal	7"	3"	7.0	3.0
" " " Vertical Full	2-1/4"	9-1/4"	2.25	9.25
" " " Vertical	3"	7"	3.0	7.0
" " " Square	4-5/8"	4-1/2"	4.63	4.5
One-fourth page Horizontal	7"	2-3/16"	7.0	2.18
" " " Vertical	2-3/16"	7"	2.18	7.0
" " " Horizontal2	4-5/8"	3-1/2"	4.63	3.5
" " " Horizontal3	5-1/4"	3-1/16"	5.25	3.06
Business Card Horizontal	3-1/2"	2"	3.5	2.0
" " Vertical	2"	3-1/2"	2.0	3.5

You will have noticed that all ad sizes can be arranged in either the horizontal (wide) or vertical (tall) plane. Several ad sizes can also be square—almost.

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FULL PAGE
HORIZONTAL 1/2, 1/3, 1/4 PAGE
HORIZONTAL BUSINESS CARD

Full Page
7" w by 9-1/4" h

Horizontal One-half page
7" w by 4-5/8" h

Horizontal One-fourth page
4-5/8" w by 3-1/2" h

Horizontal One-fourth page
7" w by 2-3/16" h

Conversion Table
Fraction Decimal

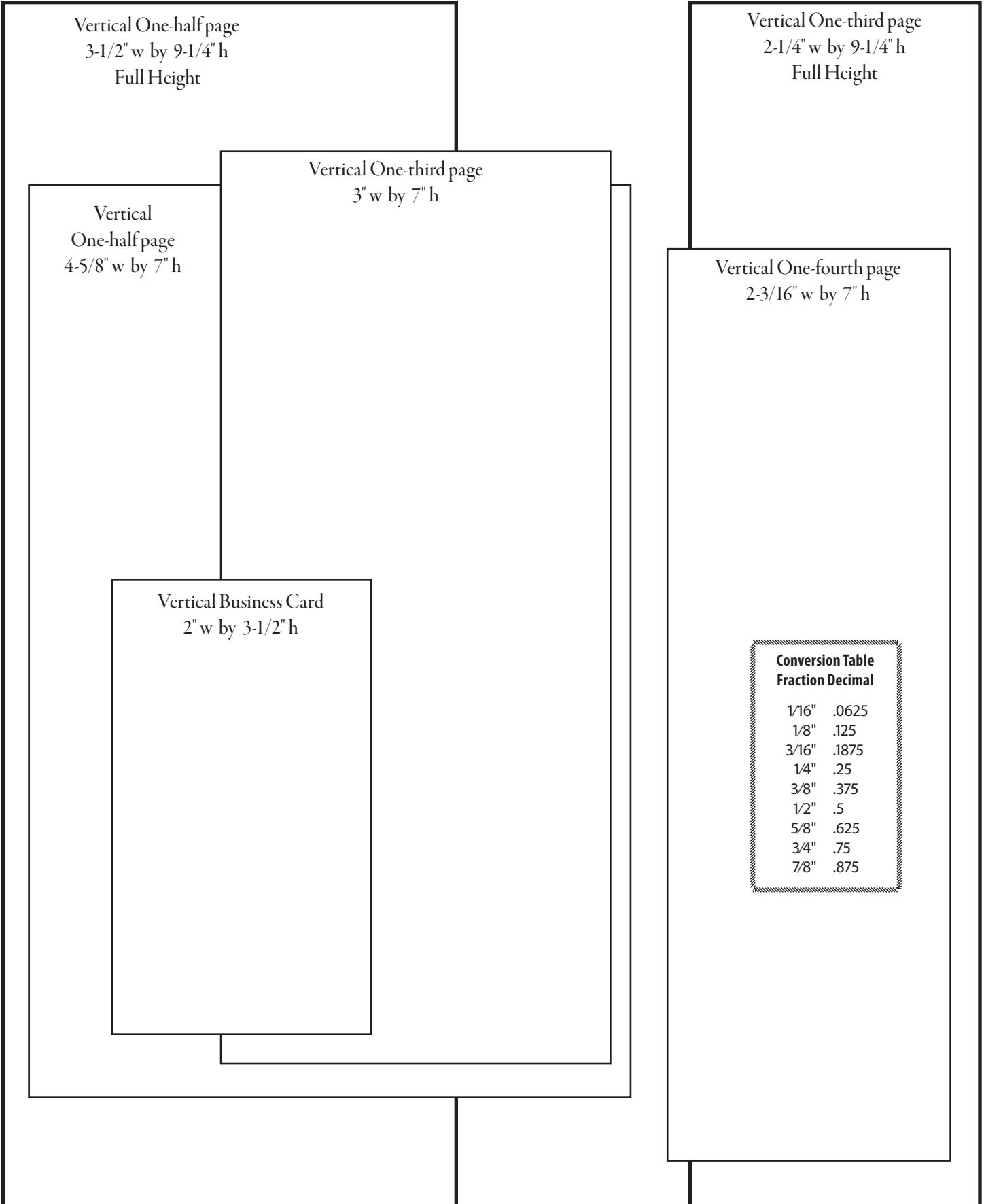
1/16"	.0625
1/8"	.125
3/16"	.1875
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

Horizontal One-third page
7" w by 3" h

Horizontal Business Card
3-1/2" w by 2" h

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**VERTICAL 1/2, 1/3, 1/4 PAGE
VERTICAL BUSINESS CARD**



**Conversion Table
Fraction Decimal**

1/16"	.0625
1/8"	.125
3/16"	.1875
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

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MISCELLANEOUS PAGE SIZES
VERTICAL & SQUARE 3/4 PAGE
HORIZONTAL 1/4 PAGE

Vertical Three-quarter page
5-1/4" w by 9-1/4" h
Full Height

Square (almost)
Three-quarter page
7" w by 6-7/8" h

Conversion Table
Fraction Decimal

1/16"	.0625
1/8"	.125
3/16"	.1875
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

Horizontal One-fourth page
5-1/4" w by 3-1/16" h

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MISCELLANEOUS PAGE SIZES
VERTICAL & SQUARE 2/3 PAGE
SQUARE 1/3 PAGE

Vertical Two-thirds page
4-5/8" w by 9-1/4" h

Square (almost) Two-thirds page
7" w by 6-1/8" h

Square (almost) One-third page
4-5/8" w by 4-1/2" h

Conversion Table
Fraction Decimal

1/16"	.0625
1/8"	.125
3/16"	.1875
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

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Important Information

I am not able to assist you with debugging your own particular combination of hardware, operating system, and software. If things do not work as expected, get professional help of the type appropriate to your need. I will be happy to point you in the right direction if I am able, but I am not the court of first resort: try to figure things out for yourself before calling.

Contact: George Morten, e-mail <sfago-editor@att.net>, or phone (209) 565-6660 during normal daytime hours, Monday thru Friday only, please.

PDF: "WYSIWYG" Documents

The PDF format is very much independent of platform concerns. That is, no matter which operating system you use, the resulting file can be viewed and printed on any other supported operating system. When everything works as it should, "what you see is what you get."

That said, the tools you use to create the PDF have a major influence on whether the final result is merely passable or as perfect as one could hope for. These comments have no bearing on the quality of your design or typographic taste and abilities — rather, this is about technical matters.

My experience is drawn from working on the Macintosh. I am not familiar with details of the Windows platform, but for the most part, you should be able to translate any operating system differences to your particular situation.

Acrobat Distiller

Adobe's Acrobat or Acrobat Distiller, part of the full Acrobat package, is the only tool of choice when it comes to compatibility. There are numerous knock-off applications that claim to create PDF's. Some do the job well; others are merely pretenders to the throne.

For example, on the newest Macintosh systems (OS X), it is possible to create a PDF directly from the print dialog box. These files may—or may not—be acceptable for high quality work.

Similarly, on the Windows platform there are several products that create PDF's, including Microsoft Word. Once again, these applications usually provide only basic features. The resulting PDF will be fine for screen viewing at low resolution, and may print correctly on one's home printer, but might not print properly on press.

Before jumping to the conclusion that you need expensive software to produce an acceptable ad, I would suggest you send a PDF to me for an initial test. If it passes muster in the page-layout application I use, and prints well, you need not concern yourself with all the technical information that follows.

The single most important feature required for accurate printing is the ability to embed font characteristics used by the creator of the document so that the recipient sees exactly what was intended. Some of the off-brand products do not provide this capability, translating any and all typeface choices you make to a generic serif or sans serif face — one that is presumed to be installed on every computer. Thus, if you used a fancy script, to your horror, you may well see that translated to the very uninteresting Helvetica or boring Times Roman.

If you do not see an option described as "Press" (or something similar) when you start up your copy of Acrobat / Distiller, then you will need to define one to insure that your ad will pass through the various stages of production without glitches, and as close to the way you designed it as possible — that is the goal.