



2019 MOWA Publication Dates, Deadlines & Criteria

Little Digger Issue

January '19
February/March '19
April/May '19
June/July '19
August/September '19
October/November '19

Ad Copy Due Date

January 11th
February 8th
April 12th
June 14th
August 9th
October 11th

Annual Directory

2019 Annual Directory

Ad Copy Due Date

July 1st

Advertising Copy Criteria

- Ads may be printed as **1-color** (*black only*), **2-color** (*black + blue/PMS 279*) for the Annual Directory and/or Little Digger; or **4-color** (*CMYK*) for the Little Digger only (*4-color not available for Directory ads*).
- Artwork should be "press ready." A fee of \$50 per hour will be billed if graphic design work is required.
- **Color ads** should be submitted as .pdf files and should be saved as "High Quality" or "Press Ready" with PMS 279 *specified as the spot color*. *Please embed all fonts and DO NOT subset fonts*. Please make sure images are not RGB or Index color: images should be in a CMYK format.
- **Black Ink only ads** may be submitted electronically as Windows formatted grayscale (not RGB, CMYK or Index), .pdf or .eps files. You may also want to place ads on a FTP site for us to retrieve.
- Send ads to mowaCarla@aol.com.

Ad Dimensions:

Full Page Ads - 9.625" (h) x 7.5" (w)
1/2 Page Ads - 4.833" (h) x 7.5" (w)
1/4 Page Ads - 4.833" (h) x 3.6" (w)
1/8 Page Ads - 3.6" (h) x 2.2" (w)

<u>Ad Size</u>	<u>Newsletter</u> <i>Full Year (6 Issues)</i>	<u>Directory</u> <i>Annual</i>	<u>Newsletter</u> <i>Single Issue</i>
Full Page	<input type="checkbox"/> \$2,615	<input type="checkbox"/> \$1,433	<input type="checkbox"/> \$546
Full Page – Inside Cover	<input type="checkbox"/> \$3,140	<input type="checkbox"/> \$1,722	
1/2 Page	<input type="checkbox"/> \$1,622	<input type="checkbox"/> \$ 677	<input type="checkbox"/> \$336
1/2 Page – Back Cover	<input type="checkbox"/> \$2,105	<input type="checkbox"/> \$ 882	
1/4 Page	<input type="checkbox"/> \$ 961	<input type="checkbox"/> \$ 404	<input type="checkbox"/> \$200
1/8 Page	<input type="checkbox"/> \$ 630	<input type="checkbox"/> \$ 273	<input type="checkbox"/> \$131

**Combination Packages: A full year of advertising in both publications!
Packages include 10% discount plus Annual Directory.**

Little Digger + Annual Membership Directory Combo Packages

<u>Ad Size</u>	<u>Inside Pages</u>	<u>Inside</u> <u>Front/Back Cover</u>	<u>Outside</u> <u>Back Cover</u>
Full Page	<input type="checkbox"/> \$3,638	<input type="checkbox"/> \$4,368	
1/2 Page	<input type="checkbox"/> \$2,069	<input type="checkbox"/> \$2,483	<input type="checkbox"/> \$2,688
1/4 Page	<input type="checkbox"/> \$1,223		
1/8 Page	<input type="checkbox"/> \$ 814		

Due Date: Return form and payment by **January 7th, 2019** to advertise in MOWA's January Little Digger.

Contact Name: _____ Organization: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ e-mail: _____

A. _____ Please charge my credit card
in the amount of \$_____

B. _____ A check in the amount of \$_____
is enclosed (payable to MOWA)

Circle one: Visa Mastercard American Express

Name on card _____ Signature _____

Account number _____ Exp. Date _____ CVV: _____