

# The **VETTE** Signal

## Advertising Rate Sheet

### ALL ADS ARE FULL COLOR

**Full Page**            \$600/Year  
**8.5" x 11"**        \$250/1 issue

**1/2 Page**            \$350/Year  
**5.5" x 8.5"**        \$175/1 issue  
**3.75" x 10"**

**1/4 Page**            \$250/Year  
**4.25" x 5.5"**      \$150/1issue

**Business Card**    \$30/Year  
**3.5" x 2"**            Member  
                              \$45/Year  
                              Non-Member

### Deadlines for your submissions:

**Spring Issue**        March 1  
**Summer Issue**      June 1  
**Fall Issue**            September 1  
**Winter Issue**        November 15

Yearly rates are based on a calendar year. All funds are payable to Michigan Chapter, NCRS. Terms are net 30 from the date of the billing, and do not include additional artwork services. Submit your ads to the editor.



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### File types accepted:

Press Ready PDF, TIFF, JPEG, Vector EPS.

Files need to be in CMYK format, no RGB or spot colors.

Resolution needs to be 300dpi.

Please make sure all type has been outlined or embedded.

**Full Page**  
**8.5" w x 11" h**

Please allow .25" from edge of finished size for your copy and graphics.

If ad bleeds please provide an extra .125" on all four sides  
**8.75" w x 11.25" h**

**Half Page horizontal**  
**8.5" w x 5.5" h**

Please allow .25" from edge of finished size for your copy and graphics.

If ad bleeds please provide .125" on all four sides  
**8.75" w x 5.75" h**

**Half Page vertical**  
**3.5" w x 10" h**

Please allow .25" from edge of finished size for your copy and graphics.

**Quarter Page**  
**4.25" w x 5.5" h**

Please allow .25" from edge of finished size for your copy and graphics.

**Business card**  
**3.5" w x 2" h**