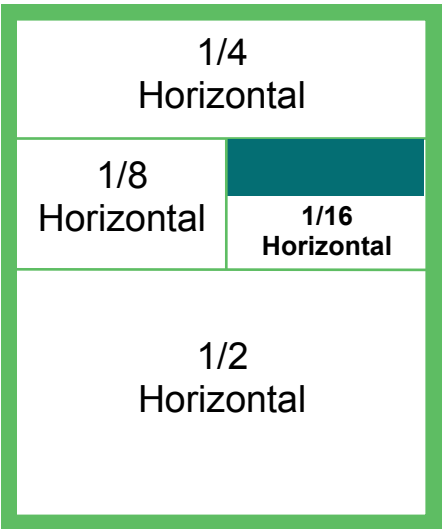
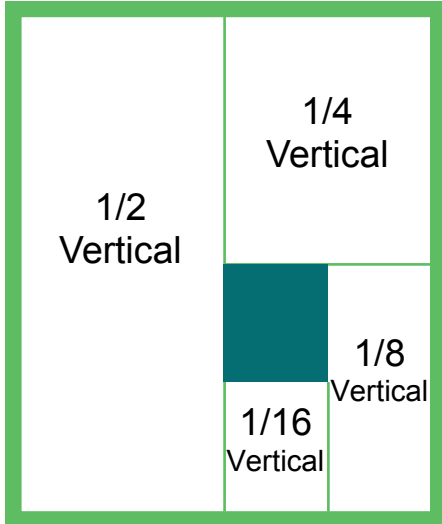


2012 Trends Advertising Contract

Black/White Ad Size	Width (Inches)	Height (Inches)	Cost (1x)	Cost (3x-6x)
1/2 Vertical	4 7/8	12 1/2	\$400	\$350
1/2 Horizontal	10	6 5/8	\$400	\$350
1/4 Vertical	4 7/8	6 5/8	\$275	\$250
1/4 Horizontal	10	3 1/4	\$275	\$250
1/8 Vertical	2 3/8	6 5/8	\$200	\$185
1/8 Horizontal	4 7/8	3 1/4	\$200	\$185
1/16 Vertical	2 3/8	3 1/4	\$150	\$140
1/16 Horizontal	4 7/8	1 1/2	\$150	\$140

COLOR IS \$150 ADDITIONAL CHARGE ~ COLOR ADS ARE LIMITED

ARTWORK DEADLINE

December 28, 2011
 February 09, 2012
 April 13, 2012
 June 8, 2012
 August 10, 2012
 October 12, 2012
 December 14, 2012

ISSUE DATE

January 28, 2012
 March 18, 2012
 May 20, 2012
 July 15, 2012
 September 16, 2012
 November 18, 2012
 January 20, 2013

GMA TRENDS is distributed to GMA members and through The Business Journal and reaches a minimum of 11,000 local businesses. This is a contract for advertising services...no refunds. **Space is limited in each issue ~ finished electronic art required ~ GMA can refer you to a graphic designer to help you with your ad ~ TRENDS is also available on the web at www.mygma.org.**

Name (please print): _____ Company: _____

Address: _____

City, State and Zip: _____

Phone: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

GMA representative: _____ Date: _____

Issue date(s): _____

2012 Trends Advertising



Submitting Artwork for TRENDS

*All ads submitted for Trends MUST BE electronic and in finished form. GMA will refer you to a graphic designer to design or re-size your ad to meet submission requirements. **Business cards are neither electronic nor the correct size.***

Digital artwork should be in one of the following formats:

EPS-Make sure all type is converted to paths; for back-up, please include fonts necessary for display and printing. Be sure any linked support files are included as well. Also include the original document (in Freehand, Illustrator, Photoshop, etc.) from which the EPS file was made.

PDF-Be sure to embed all fonts. Be sure resolution is set to 300 dpi before creating the PDF.

TIFF-Photos in ads should be scanned at 300 dpi.

About color: PMS spot colors are not usable in Trends. Only process color (CMYK) may be used if a color ad is purchased. Otherwise, ads and artwork must be one-color (prints black). **Color ads are \$150 extra charge.**

About photos: Depending on the camera (and photographer), digital photo quality varies widely. Trends reserves the rights to reject photos that do not meet standards. Ads may be submitted via e-mail, although removable media (Zip disk, CD or thumb drive) is ok. Include or fax a hard-copy version of the ad for reference. Please include the designer or contact person's name, address, phone and e-mail address.

Submit your ad to Michelle Bolick at mbolick@mygma.org.

Questions about your ad submission?

Call Michelle Bolick at GMA 378-6350 or mbolick@mygma.org.

For help with your artwork, please visit the graphic designers category on www.mygma.org.