

# OHIO ALPACA LIFE Advertising Information

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<u>Ad size/measurements</u>	<u>Ad Rates (US \$)</u>	
	<u>OABA Member</u>	<u>Non-Member</u>
•Front Inside Cover bleed size (8.75 11.25)	287	575
•Facing Front Inside Cover 1/2 Page bleed size (8.75 11.25)	142	285
•Back Inside Cover bleed size (8.75 11.25)	287	575
•Back Cover 1/2 page with bleeds (please keep all text 1/2" from trim size edge)	250	500
•Full Page vertical	200	400
•1/2 Page horizontal –7-1/2 x 4-7/8 vertical -3-5/8 x 9-7/8	100	200
•1/3 Page-7-1/2x 3-1/8	67	135
•1/4 Page-3-5/8 x 4-7/8	50	100
•Business Card-3-1/2 x2	25	50

\*Advertising space is offered on a first come first serve basis

## PREMIUM SPACE RULES

A farm/ranch who acquired a Premium Ad Space will not be eligible for the same space for the next two publications. This is defined as the front inside cover, facing front inside cover, back inside cover or back cover.

## Registration Form: Please Print

Contact Name \_\_\_\_\_  
Farm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Signature \_\_\_\_\_  
Enclosed \$ \_\_\_\_\_  
Payment Form:  Check  Visa  Mastercard  
Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Name on Card \_\_\_\_\_ 3 Digit Verification Code \_\_\_\_\_

## Submit Ads to:

Laurel Shouplin, [editor@alpaca-farms-breeders.com](mailto:editor@alpaca-farms-breeders.com)  
3617 Derr Road, Springfield, Ohio 45503

## Payments due at time of closing dates.

### Mail payment to:

OABA Treasurer, P. O. Box 172, Blacklick, OH 43004

## Advertising questions - please contact your OABA sales representative:

Earl Klay, [advertising@alpaca-farms-breeders.com](mailto:advertising@alpaca-farms-breeders.com)

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**Cancellation Policy:** The Advertiser may not cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**Error Liability Limit:** The Publisher's liability for any error will not exceed the charge for the advertisement in question.

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## Advertisement Specifications/Disclaimers

- Editorial style copy will carry label “Advertisement” at the sole discretion of the Publisher.
- No fraudulent or misleading advertising accepted. All copy subject to Publisher’s approval.
- Publisher reserves the right to refuse an advertisement
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against the Publisher.
- Old materials will be destroyed one year after insertion unless shipping instructions are given to the Publisher

**Magazine Specifications:** 4 color

**Magazine Page Trim Size:** 8.5 inches X 11 inches

**Binding Method:** Saddle Stitch

**Printing:** Cover: 100 # Gloss, Inside Pages: 80# Gloss

### **ALL ADVERTISING MUST BE PROVIDED IN DIGITAL FORMAT**

**Ads may be submitted electronically via email to:** [editor@alpaca-farms-breeders.com](mailto:editor@alpaca-farms-breeders.com)

**or...**

**Ads may be submitted via regular mail on CD or DVD to:**

Laurel Shouvin, 3617 Derr Road, Springfield, Ohio 45503

**Please contact the publication Editor to alert that files have been submitted, or for any specific concerns.**

### **Ad Specifications:**

**Preferred Applications:** Photoshop, InDesign, Acrobat PDF, JPEG, TIFF Images should be 300 dpi or higher.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.