**Advertising Application Form for
AAUW TEXAS 2018 Convention Program**

***Follow the instructions below. Mail this form with your ad and payment.***

These ads will be printed in the AAUW Texas 2018 Convention
program, to be held April 20 - 22, 2018 in Houston, Texas.

***Advertising submission deadline is March 10, 2018***

**FILE & PRINTED FORMATS ACCEPTED**

**(Ads do not have to be in a border box.)**

All ads must be submitted as follows:

 with only black text and graphics on a white background.

 at the sizes and in one of the formats specified on this form.

 exception: a business card ad will be scanned and resized for you.

Complete the following information on this fillable form—otherwise print.

Name

Address

City, State Zip

Email

Phone

AAUW Branch
 (if applicable)

**PayPal Confirmation #** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **RATES AND SIZES OF ADS***See page 3 for visual illustrations of the ad sizes below.* |
| Check ad size being submitted. | Width | Height |
| [ ]  | $250 |  One Full-page Color Ad (internal cover) [SOLD OUT] | 7.5” | 9.0” |
|   |   | All other ads are Black & White only |   |   |
| [ ]  | $150 |  Full-page | 7.5” | 9.0” |
| [ ]  | $75 |  Half-page | 7.5” | 4.5” |
| [ ]  | $35 |  Quarter page | 3.5” | 4.5” |
| [ ]  | $25 | Business card, proportionally resizedStandard card = 3.5 W x 2.0 H | 3.06” | 1.75” |
| [ ]  | $10 | 3-line AAUW Branch Special Common fonts only Arial, Times New Roman or Monotype Corsiva. | 4.5” | 7/8” |

**MAIL AD, APPLICATION AND PAYMENT**

1. Make your check payable to: **AAUW Texas 2018 Convention**

2. Mail check, application, and ad to the advertising editor:

 Margo Johnson

 3314 Palm Desert Lane

 Missouri City, TX 77459

3. Ad computer files can be mailed on a CD or memory stick, or attached to an email.
**A printout of the ad must be included**.

4. You can also pay with your PAYPAL account, instructions below

5. For questions about ad formats, best contact the advertising editor \_ Margo Johnson

 email: margohj@aol.com phone: 281-734-1474

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*Computer file formats (preferred)*

 Microsoft Word file. The font file must be sent if an unusual font is used.

 Microsoft Publisher file. The font file must be sent if an unusual font is used.

 Graphics file - \*.jpg or \*.tif

 All images and fonts embedded in \*.pdf file.

 Fonts must be easy to read. Standard fonts include: Times New Roman, Arial, Monotype Corsiva

*Print-only ad or business card (These will be scanned and inserted into the program by the program editor)*

 Printed ads that include graphics must be on high quality white
paper or card stock for best scanning quality.

 Please photocopy your business card to see if the black and white quality is attractive and that even light-colored cardstock scans as a white background.

 Business cards will be resized by the program editor.

**Instructions for PayPal**

Login to your **PayPal** account.

Click on the circle **Pay or Send Money** at the top of the page.

Click on **Pay for Goods or Services**.

Enter email: nancyguilloud@aol.com.

Enter total amount of advertising payment.

Follow PayPal instructions to conclusion.

Enter the **Transaction #** from your email PayPal receipt onto

Advertising Form (Page 1, this document).

**Ex: full-page COLOR (back inside), others B&W,**

 **small dot border**

 **7.5 wide x 9.0 height**

Approx examples of convention ad sizes – smaller size placement(s) can be anywhere



Ex: resized business card,

 parallel double dash border,

 3.5 Wide x 2.0 height



**Ex: quarter-page B&W,**

 **dash-dot border,**

**3.5 wide x 4.5 height**

**Ex: half-page B&W,**

 **long dash border,**

**7.5 wide x 4.5 height**