**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)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 resized  Standard 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. 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.

**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**