

HIDDEN GARDENS of BEACON HILL *Annual Tour*

2018 ADVERTISING CONTRACT

Annual Hidden Gardens of Beacon Hill Tour Guide Book - May 17, 2018

Full-bleed, full color ads for inside covers:

- Inside Front Cover 8-3/4" h x 5-3/4" w ~~\$950~~
- Inside Back Cover 8-3/4" h x 5-3/4" w ~~\$950~~

Non-bleed, full color ads for inside pages:

- Full Page (no bleed) 7-1/2" h x 4-3/4" w \$375
- 1/2 Page Horizontal 3-5/8" h x 4-3/4" w \$275

We cannot alter, edit or re-size display ads.

Mechanical Specifications

Trim size of booklet:	5-1/2" w x 8-1/2" h
Format & paper:	Perfect bound, 13 pt. matte cover with #80 matte text
Inks:	Color cover, color IFC and IBC, full color text pages and advertisements
Ad materials deadline:	Upload ad materials to GardenClubAds@gmail.com - no later than March 1, 2018

General Guidelines

Any and all supplied materials are presumed to be correct. No changes or alterations to materials supplied by an advertiser **cannot** be corrected by the publisher.

Materials received after the closing date will not be included in the Guide Book.

Publisher will not be held responsible for printing complications that may arise due to receipt of non-conforming materials (ie, ads created with Microsoft Word, PowerPoint or Excel).

Publisher cannot guarantee legibility of black/white reverse type below 6 point.

Prep Specifications

150 line screen for black/white advertisements, halftone density should be 80%, not to exceed 85% in the darkest area. Color photos must be at least 300 dpi.

Materials

High Res PDF files are preferred, Acrobat 7.0 or higher compatible, and should be uploaded to GardenClubAds@gmail.com

Digital Ad Specifications

Display ads created with Microsoft PowerPoint, Word and Excel are NOT acceptable. We cannot alter, edit or re-size display ads.

Need Assistance Creating an Advertisement?

We have resources who can create a full-color advertisement to meet our booklet specifications - standard rates will apply.

Please contact us at: GardenClubAds@gmail.com

Contact Name

Email

Business Name

Phone

Address

City

State

Zip

Signature

Date

Payment

Check Enclosed (please make checks payable to The Beacon Hill Garden Club, Inc.) \$ Amount _____

Complete this form and mail with your check to - no later than **March 1, 2018**

The Beacon Hill Garden Club

Charles Street Station, P.O. Box 302, Boston, MA 02114

Questions? GardenClubAds@gmail.com