ADVERTISING RATES
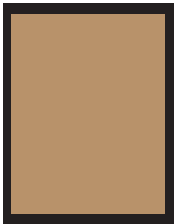
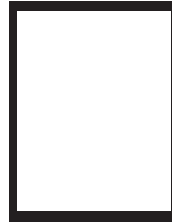### Color Advertisements

Full Page - $260

Half Page - $175

Black & White Advertisements

Full Page - $140

Half Page - $95

ADVERTISING SPECIFICATIONS

Quality

• All ads must be submitted in CMYK colorspace
• All images and final advertisements must be 300dpi or higher in resolution. Files must be submitted in high quality .pdf format ("PRESS" default recommended).

Dimensions & Bleeds

Full Page Advertisements
■ Full Bleed Size - 9" x 11.5"
■ Trim Size - 8.5" x 11"
■ Content Area - 8" x 10.5"

Half Page Advertisements
■ Full Bleed Size - 9" x 6"
■ Trim Size - 8.5" x 5.5"
■ Content Area - 8" x 5"

Submission Deadlines

• Ads must be submitted by midnight the day of the assigned deadline, but we **highly recommend** early submission in case of any design issues

Advertisements submitted incorrectly may be fixed in-house for a fee or returned to the original designer for correction. WPCSA reserves the right to rerun recurring ads that are not submitted by the assigned deadline with the most recent ad on file.

Helpful Tips

• Do not create files in Microsoft Word, Word Perfect or any other word processing program
• Images pulled from the internet or videos are typically 72dpi, RGB colorspace and will be pixillated when printed - do not use these images
• Be sure to request high resolution image files from your photographer
• Give your ad designer at least two weeks lead time, but three weeks or more is preferable

IN HOUSE DESIGN SERVICES AVAILABLE

The Welsh Review provides in-house advertisement design services for a very reasonable rate. Contact us for more information: publications@welshpony.org.