

## **JASNA News ad policy**

Ads are placed on a first come first serve basis. JASNA reserves the right to refuse ads based on inappropriate content for its audience. JASNA limits the number of ads to four per issue (this is a total of 12 ads for the JASNA Year which includes three issues starting with the Winter issue). The current year issues are Winter 31.3, Spring 32.1 and Summer 32.2. Ad requests will be taken until all ad spots are filled. The due dates for ads are announced in *JASNA News* and repeated on the JASNA website. Because the number of ads are being limited, JASNA is limiting each advertiser to one ad per issue.

The only ad size that is allowed is a quarter-page (3.625" wide x 4.6875" high).

Newsletter is printed offset black and white requiring halftones to be grayscale. Please be sure to convert any RGB or CMYK images to grayscale.

The dpi for halftones is 300.

Provide ad as a PDF using the settings PDF/x-1a:2001.

The cost for an ad is \$75. All ads are prepared by the advertiser and must be print ready. JASNA does not prepare ads for its advertisers. Payment should be made after you receive an email confirming the ad space is reserved (further information will be included in your confirmation email). Make the check payable to JASNA, but mail it to:

Kathleen Burke  
JASNA News Production Manager  
1427 W. Carmen Avenue, #2  
Chicago, IL 60640-2878

The check will be sent on to the JASNA treasurer upon receipt.

### **The submission dates for the current JASNA year are below:**

Winter issue 2015 Volume 30 Number 3

Mail date January 2014

Material submission November 1

Spring issue 2016 Volume 31 Number 1

Mail Date April

Material submission February 19

Summer issue 2016 Volume 31 Number 2

Mail date August

Material submission June 11