

AD SUBMISSION REQUIREMENTS

To place an ad, please contact the advertising editor. The advertising editor has a list of specifications for digital submissions. We accept only .pdf, .jpg or .indd files. Photos must be sent separately from InDesign documents. All .jpg files must be high resolution (minimum 1600x1000). Payment is due when ad copy is submitted. Issues are published the first month of the quarter. The deadlines for ad submissions are: **December 15** (winter issue), **February 15** (spring issue), **June 15** (summer issue), and **September 15** (fall issue).

Send digital ad copy to the editor at irises@janemilliman.com. Send payment (payable to AIS) to Dawn Boyer, 1900 Daws Drive, Amarillo, TX 79124; 806-881-9775; dawn.boyer@yahoo.com

Reminder: Any display ad changes are due to the advertising editor by **September 15** for the fall issue. Send payment to Dawn Boyer (address above)

- Email the files to irises@janemilliman.com or
- Post files to share using a cloud file transfer (dropbox.com or other) or
- Mail a DVD or flash drive to **Jane Milliman, 390 Hillside Ave., Rochester, NY 14610**

It is the responsibility of the advertising customer to insure any advertisement, display or shopping section, is submitted to the editor in the proper format, with pictures (if any) in the proper format, size and/or resolution. The editor will not assemble your ad for you. Payment must be received before the advertisement can be published. Please pay attention to submission deadlines, above.

SHOPPING SECTION ADVERTISING

Found in the back of each Bulletin. Placement is roughly alphabetical. Rate is for four issues. All ads, color or black and white are same cost.

| | | |
|-------------|----------------------|---------|
| 2" ad | 2.25" w x 2" h | \$60.00 |
| 3" ad | 2.25" w x 3" h | \$80.00 |

DISPLAY ADVERTISING

| | | |
|---|--------------------------|----------|
| 1/8 page, interior page | 3.65" w x 2.5" h | \$50.00 |
| 1/4 page, interior page | 3.65" w x 4.875" h | \$100.00 |
| 1/2 page, horizontal, interior page | 7.5" w x 4.875" h | \$200.00 |
| 1/2 page, vertical, interior page | 3.65" w x 9.875" h | \$200.00 |
| Full page, interior page | 8.5" w x 11" h | \$400.00 |

Four consecutive issues discount

| | |
|-------------------------------|---------------|
| 1/2 page, interior page | \$175.00 each |
| Full page, interior | \$350.00 each |

COVER

| | | |
|--|----------------------|----------|
| 1/2 page, inside front or 1/2 page inside back cover | \$300.00 | |
| Full page, inside front or inside back cover | \$600.00 | |
| 1/2 page, outside back cover | 8.5" w x 11" h | \$300.00 |
| 3/4 page, outside back cover | 8.5" w x 9" h | \$600.00 |

Discount for ad placed in two issues within same year

Take out any size and location display advertisement in any issue of IRISES for the normal price as listed and run that same size advertisement in any issue within the same year for 1/2 the price of the original advertisement. (The second advertisement within the same year is 1/2 price—it does not have to be the same advertisement.)

AIS sections and cooperating societies may advertise their societies' special events in any issue of IRISES for 1/2 the normal display ad price.