

Binghamton AGO Chapter Newsletter Advertising Policy

Calendar listings and/or brief descriptive paragraphs are not to be considered advertising. More extensive articles promoting events should generally be considered to be ads unless they are about official chapter events.

Copy sizes and rates

Quarter page: $3\frac{1}{2} \times 4\frac{3}{4}$ or $7\frac{1}{2} \times 2\frac{1}{8}$ \$7.50

Half page: $7\frac{1}{2} \times 4\frac{3}{4}$ or $3\frac{1}{2} \times 10$ \$10.00

Full page: $7\frac{1}{2} \times 10$ \$15.00

JPG (or JPEG) format

Resolution: 220 ppi or greater

Procedure to place ad:

- Advertiser pays Treasurer in advance of publication
- Treasurer notifies Mixtures Editor by e-mail of payment
- Editor includes ad in Mixtures

1/29/16