

# HAW NEWS

THE OFFICIAL TOWN OF WAXHAW COMMUNITY PUBLICATION

## DISPLAY ADVERTISING INSERTION FORM

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Secondary Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### ADVERTISING

Published monthly. Ad deadlines are the 15th day of the previous month. Ad rates effective as of 11/01/2016.

Ad Size	Ad Dimension	Color Monthly	B&W Monthly	Color 6 issues	B&W 6 issues	Color 12 issues	B&W 12 issues
__ Inside FC	10.25 W x 10.25 H Inches	Call 704-843-2195 ext. 221 for availability.					__ \$150.00
__ Back Cover	10.25 W x 10.25 H Inches	Call 704-843-2195 ext. 221 for availability.					__ \$150.00
__ Full Page	10.25 W x 10.25 H Inches	__ \$150.00	__ \$125.00	__ \$137.50	__ \$112.50	__ \$125.00	__ \$100.00
__ Half Page	10.25 W x 5.04 H inches	__ \$100.00	__ \$75.00	__ \$87.50	__ \$67.50	__ \$75.00	__ \$60.00
__ Quarter Page	5.04 W x 5.04 H inches	__ \$ 75.00	__ \$50.00	__ \$62.50	__ \$45.00	__ \$50.00	__ \$40.00
__ Eighth Page	2.436 W x 5.04 H inches	__ \$ 50.00	__ \$25.00	__ \$37.50	__ \$22.50	__ \$25.00	__ \$20.00

Months of insertion:    \_\_ Jan            \_\_ Feb            \_\_ Mar            \_\_ Apr            \_\_ May            \_\_ Jun  
    \_\_ Jul            \_\_ Aug            \_\_ Sep            \_\_ Oct            \_\_ Nov            \_\_ Dec

Preferred Billing:        \_\_\_\_ Monthly    \_\_\_\_ Annually

**Payment Information (Please Mark an "X" Next to Your Desired Payment Option)**

**Cash** \*\*Cash payments may be made, in person, at Town Hall

**Check** \*\*Please make checks payable to the Town of Waxhaw

\*\* You may mail your payment to: Waxhaw Town Hall, Attention: Events Division, P.O. Box 6, Waxhaw, NC 28173

**Online Credit Card Payment** <https://heartlandpaymentservices.net/PaymentPortal/TownofWaxhaw/Bills>

Choose the Events Division button, then select The Haw News from drop down menu on the right. Enter the amount and select method of payment. Follow the prompts to complete your transaction.

Name of Person Authorizing Ad: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Ad File Types:

Preferred -

PDF

Accepted –

Photoshop

Illustrator

TIFF/IT-P1

## Document Set-Up:

**IMPORTANT:** For all ads, your document page size should match the trim size of your ad space.

The color space should be CMYK or Grayscale, not RGB nor spot color. Images in black & white ads must be Grayscale.

The maximum ink coverage (C+M+Y+K) should not exceed 290%. Ink density is the total percentage of the four process colors.

Ink densities higher than 290 may be adjusted by publisher to avoid printing problems. A slight color shift may be noticed because of this.

The effective resolution of images should be between 250 and 400 dpi.

## Fonts

To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:

Knockout type should be larger than 5pt and should only knockout of one or two colors. All type 5pt or smaller should overprint.

Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black.

Black type should always be set to 100K (100K, 40C for rich black) and set to overprint

Recommended minimum size of serifs in small type is 5 point.

Type must not have artificial styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

White type should be set to knockout, not overprint.

All fonts must be embedded or outlined.

For ads submitted that do not meet print-ready standards as outlined above, ad design services will be billed under separate invoice at \$50/hour.



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