

The Montford Newsletter Advertisement Specifications

Note: update 4/24/16

Ad Dimensions and Rates

Full Page—7.5" wide x 9" high
Rate—\$200

1/2 Page Horizontal — 7.5" wide x 4.5" high
Rate—\$100

1/4 Page Vertical — 3.625" wide x 4.5" high (Note: ads not fitting this proportion will be scaled to 16 square inches)
Rate—\$60

Business Card — 3.5" wide x 2" high
Rate—\$35

Resource Directory (Classified)—Include name, address, contact and description.
Please limit the description to 30 words or less
Rate—\$15

Submissions

- **Email:** The following file types will be accepted:
High Resolution PDF (preferred), **EPS, AI, TIF, and JPG** - Images should be high resolution (300 pixels per inch) and Grayscale. Fonts used in EPS and AI files need to be converted to outline.
Note: Color images submitted will be converted to grayscale.
Email files to: Ross@krtdesign.com
- **Business cards:** Business cards may be submitted for scanning or submitted as a file meeting the criteria above.
Mail or drop off business cards to: KRT Graphic Design • 239 Montford • Avenue Asheville, NC 28801
Email business card files to: Ross@krtdesign.com
- **Extra Work:** If an advertisement needs to be adjusted to meet format requirements (e.g. re-sizing, problem fonts, reformatting, etc.) the advertiser will be charged accordingly, at the rate of \$70.00 per hour.
- **Ad Design Services:** To have your ad designed by us, contact KRT Graphic Design (Ross) at: 828-230-7439 or email: Ross@krtdesign.com.
- **Need more information?**
General/Editorial—Call Joan Miller: 650-966-1957—email: joanadrienne@gmail.com
Invoice Questions—Call Susan Eggerton: 828-254-5111—email: s.eggerton52@roastedgarlic.net
Sales and Technical —Call Ross Terry: 828-230-7439— email: Ross@krtdesign.com