

2011 WWW CATALOG ADVERTISEMENT GUIDELINES

Please use one application for each ad. Applications must be received by June 1, 2010
Email inquiries to – kcfitz@satx.rr.com

Two ways to apply:

*Visit the WWW website at <http://www.womenwritingthewest.org> and click on Catalog. Fill out the application and submit. Online payment can be made using PayPal.

*Or, copy this application and fill out, using a typewriter if possible, and mail along with a check to:

Women Writing the West Catalog
Karen Casey Fitzjerrell, Editor
PO Box 1728
Helotes, TX 78023

POLICY--Ads must be in good taste and in keeping with the mission of the organization, which is to promote the writing of the Women's West. WWW reserves the right to refuse any ad. Ads will be placed in the Catalog as space allows. We will try to place ads in the requested category section in the Catalog; however, this is dependent upon the number of ads received and layout requirements.

Author must be current member of WWW. A member publishing company may submit any book ad by one or more of their authors. Advertisement applications may be submitted by mail or by e-mail attachment.

AD ORDER INSTRUCTIONS

- On CD. Grayscale. 300 dpi. Mac Postscript embedded fonts. jpg or pdf . Plus one hard copy.
- The designer will be using Quark 7 to design the catalog.
- No magazine or newspaper clips. Clippings will not be accepted for printed ad submittal.
- Submit advertising copy as an electronic file in grayscale only. No RGB or PMS colors.
- Advertisements may be sent by regular mail. Use a CD only. (CD-R/CD-RW.) We do not accept floppies, 3-1/2" disks, nor zip disks.
- Ad order may be emailed as long as the file is under 10 MB.
- Grayscale only.
- Ad must be in high-resolution electronic format (300 dpi).
- The ad fonts must be Mac compatible --- only MAC Postscript fonts. No true type fonts, which cause printing problems for us. NO PC FONTS - the catalog is built on a Mac and PC fonts do not transfer. Embed ALL fonts. If not, then default substitution may occur. No faux bold or italic fonts. If a PC file is sent, the file must be a .tif, or .eps AND the fonts MUST be converted to paths or embedded in the file for the Mac to read it.
- pdf or jpg files are preferred, however, make sure it is high resolution (300 dpi). Web site jpg files (72 dpi) are not suitable for print.
- No gifs.
- A hard copy proof in black & white must accompany the CD for comparison. May be faxed directly to catalog designer Jenny Hancey at (303) 838-2645.
- It is the sole responsibility of the sender to check ad copy for correctness of information.
- If an ad needs to be built, design services will be billed at \$50/hr. Please inquire to Jenny Hancey at 303-816-0396 or jenny@HanceyDesign.com for a quote on ad design services.
- If you wish your CD to be returned, include a self-addressed, stamped CD mailer.

2011 WWW CATALOG ADVERTISEMENT APPLICATION

Deadline: June 2, 2010

We will try to place ads in the requested category section of the catalog. Placement depends on the number of ads received and layout requirements; and WWW reserves the right to place ads in the catalog as space allows.

Full Page	7.5" x 9.75"	\$400.00
Half Page	7.5" x 4.75"	\$275.00
Quarter Page	3.625" x 4.75"	\$175.00
Business Card	2" x 3.5"	\$ 75.00

Author is a current WWW member **Publisher is a current member**

Category	Juvenile: __ Picture Book __ Middle Grade __ Nonfiction __ Young Adult	Nonfiction: __ General __ Biography/Memoir __ Specialty Nonfiction	Fiction: __ General __ Mystery __ Romance	__ Anthology	__ Poetry	__ Other (Describe)
Author's Name						
Submitted By						
Contact Info Ad Contact: Address: Phone: E-mail: Website:						

Check payment method:

- PayPal
- Check

Enclosed is my check # _____ which totals \$ _____.

Total number of listings and/or ads paid with this check: _____.

Remember, please use one application for each Ad you want listed. Keep copies for your records.

Mail Application to:

WWW Catalog
Karen Casey Fitzjerrell
PO Box 1728
Helotes, TX 78023

AD DESIGN SERVICES: Jenny Hancey at (303) 816-0396 or jenny@HanceyDesign.com for a quote on ad design services.