



2012 WWW Catalog Advertisement Guidelines

Please use one application for each ad. Applications must be received by June 1, 2011.
Email inquiries to – ladmorton@aol.com

Two ways to apply:

*Visit the WWW website at 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
LaDene Morton, Editor
PO Box 30583
Kansas City, MO 64112

- Only Women Writing the West members are eligible to list their books or place ads.
- To join, visit our website: WomenWritingtheWest.org
- A member publishing company may submit any book ad by one or more of their authors.
- Advertisement forms may be submitted by mail or by e-mail attachment.

AD ORDER INSTRUCTIONS & SPECIFICATIONS

- On CD. Grayscale. 300 dpi. Mac Postscript embedded fonts. pdf or jpg. 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, CMYK 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 .pdf 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 gif or bmp files.
- 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 \$60/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.

2012 WWW Catalog Advertisement Application

DEADLINE JUNE 1, 2011

- 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.

ADVERTISING RATES

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
SMALL AD.....	3.625" x 2"	\$75.00

Note: Different forms and fees are required for Book Listings and for Member Focus Listings

Author is a current WWW member Publisher is a current member

CATEGORY (Check One)	Juvenile: __Picture Book __Middle Grade __Nonfiction __Young Fiction	Nonfiction: __General __Biography/Memoir __Specialty Nonfiction	Fiction: __General __Mystery __Romance	Anthology: __Anthology	Poetry: __Poetry	Other: __(Describe)
Author's Name						
Submitted By						
Contact Info						
Contact Name:						
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 form for each ad you want listed.
- Keep copies for your records.


Women Writing the West Catalog

LaDene Morton, Editor

PO Box 30583

Kansas City, MO 64112

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



2012 WWW Catalog Affiliate Member Focus Listing Application

Please use one application for each listing. Applications **must be received by June 1, 2011.**
Email inquiries to – ladmorton@aol.com

Two ways to apply:

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

Women Writing the West Catalog
LaDene Morton, Editor
PO Box 30583
Kansas City, MO 64112

- Only Women Writing the West members are eligible to list their books or place ads
- To join visit our website: WomenWritingtheWest.org
- The fee for each Affiliate Member Focus Listing is \$30

Note: Different forms and fees are required for Book Listings and for Advertising

The Member Focus Listing is featured on a special page. Maximum character count for the Member Focus Listing is **140 characters, including spaces**. The text should include name, specialty & contact information.

I am currently a WWW member

LISTING TEXT

MAXIMUM 140 CHARACTERS including spaces. Please print clearly.

Member Name:

E-mail:

Website:

Mailing Address:

Home State (if different than mailing address – used for index)

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 form for each listing. Keep copies for your records.