



# Dilworth Quarterly

## Ad Rates

The Dilworth Quarterly is mailed quarterly to residents and businesses in the Dilworth neighborhood, as well as city officials and other interested parties. The mailing list currently exceeds 5,800 copies.

### Dimensions & Rates

<p>1/2 page horizontal 7.792" x 4.75" <b>\$400</b> <b>Outside back cover</b> 1/2 page ad: <b>\$450</b></p>	<p>1/2 page vertical 3.812" x 9.833" <b>\$400</b></p>	<p>1/4 page vertical 1.823" x 9.833" <b>\$260</b></p>	<p>Text only classified ads <b>\$50</b> See back side for details</p>
<p>Business card ad 3.819" x 2.182" <b>\$130</b></p>	<p>1/4 page square 3.812" x 4.75" <b>\$260</b></p>	<p>1/4 page horizontal 7.792" x 2.182" <b>\$260</b></p>	
<p>full page 7.792" x 9.833" <b>\$550</b></p>			

### Deadline

The deadlines for receiving insertion order and the electronic files for ads are:

March Issue: January 15

September Issue (Home Tour/Jubilee): July 15

June Issue: April 15

December Issue: October 15

**Ads not received by deadline may not run.**

### To Place An Ad

Please contact Mary Beth Sensabaugh, Ad Sales Representative 704-332-8320; msensabaugh@carolina.rr.com Please fill out an insertion order to reserve space.

**See page 2 for ad specifications**



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## Ad Specifications

The Dilworth Quarterly is mailed quarterly to residents and businesses in the Dilworth neighborhood, as well as city officials and other interested parties. The mailing list currently exceeds 5,800 copies.

### Display Ad Sizes

Business card ad: 3.819" x 2.182"

1/4 page square: 3.812" x 4.75"

1/4 page vertical: 1.823" x 9.833"

1/4 page horizontal: 7.792" x 2.182"

1/2 page horizontal: 7.792" x 4.75"

1/2 page vertical: 3.812" x 9.833"

Full page: 7.792" x 9.833"

### NEW! Classified Ad

The Dilworth Quarterly also offers **TEXT ONLY** classified ads. These ads will appear as an ad with a 1-2 line headline and text not to exceed 50 words. Please include your desired text on an insertion order form or email text to [msensabaugh@carolina.rr.com](mailto:msensabaugh@carolina.rr.com).

### Format

Adobe Acrobat 7.0 , 8.0 or 9.0 PDF. PDFs can be PC or Mac format. However, they must meet the following:

- Be created to the **exact size** (as indicated above).
- All **fonts must be embedded**. Fonts that are not embedded can cause problems when the newsletter goes to press.
- Images in the ads should be 300dpi. If lower than 300ppi, the image may appear blurry in print.
- **All ads should be black and white or grayscale**. We can convert cmyk or rgb ads to greyscale, but we do not guarantee how they will print.

**We can not guarantee that ads that do not meet the above specifications will print properly.**

PDFs created from Microsoft products frequently cause problems when we go to press. If we *anticipate* problems, we will return the ad to you. **The Dilworth Quarterly staff will not edit or create ads.** If the advertiser does not have the means to create the proper ad file, we will offer a list of artists who can create an ad for a fee.

### Ad Delivery

PDFs should be emailed directly to Mary Beth Sensabaugh at [msensabaugh@carolina.rr.com](mailto:msensabaugh@carolina.rr.com) **by deadline**, unless directed otherwise. **Ads not received by deadline may not run.**

### Payment

All ads must be paid for in advance. Please contact Mary Beth Sensabaugh for details.

### For Questions Regarding Newsletter Editorial Content

Please contact Kristen Henderson, Editor at [kristenhendo@bellsouth.net](mailto:kristenhendo@bellsouth.net)

**See page 1 for ad rates**