

Advertiser Name: _____

Phone: _____

Address: _____
(Street) (City/State) (ZIP)

Fax: _____

Billing Address: _____
(If different from above)

Contact Person: _____

Ad Solicitor: _____

1. Select Ad Size

Full Page

Half Page

Quarter Page

Business Card

Image Size: 7" W x 9.5" H

Image Sizes:

Image Size: 3.25" W x 4.5" H

Image Size: 3.5" W x 2" H

Color\$975.00
 (w/check \$877.50)

Horizontal 7" W x 4.5" H
 Vertical 3.25" W x 9.5" H

B&W\$175.00
 (w/check \$157.50)

B&W\$125.00

(Cover page prices
 available on request)

Color\$525.00
 (w/check \$472.50)

B&W\$500.00
 (w/check \$450.00)

B&W\$275.00
 (w/check \$247.50)

2. Select Payment Option

- Check for \$ _____ accompanies this contract.
- Please bill me the full price in March 2009

3. Camera-Ready Copy

CAMERA READY ELECTRONIC FILES are required.
 See reverse side for explanation of camera-ready electronic files. Non-camera ready copy will be made camera-ready and advertisers billed for that work at rate of \$65 an hour.

4. Select Ad Copy Option

- Please reprint previous ad
- Copy attached
- Copy to be sent by date of _____

5. Technical Information

Page Size 8.5" W x 11" H
 Bleeds 0.125" H

Signature: _____

Make Checks payable to **Antiques in Alexandria.**
 Mail checks to:
 Antiques in Alexandria,
 P.O. Box 320605,
 Alexandria, VA 22320-0836.

Ad Copy Deadlines:
 A.I.A. Show Dealers · November 15, 2008
 Other Advertisers · January 30, 2009
 Mail contract and ad copy to: Terrence Hartman,
 6911 Churchill Road, McLean, VA 22101

Camera Ready Electronic Files Technical Information

- A. **Acceptable removable media are --**
CD-ROM (Preferable)
100 MB ZIP
250 MB ZIP
- B. **E-Mail attachments (electronic files up to 5 MB) --**
are acceptable media. Files must be compressed using Stuffit or ZIP. The e-mail address for 5MB or less electronic files is "antiques@wpgonline.com".
- C. **Electronic files larger than 5 MB --**
are acceptable media if the file is uploaded to "[ftp.lakelitho.com](ftp://ftp.lakelitho.com)". For purposes of FTP uploading, the username is "**antiques**" and the password is "**va22320**". Files must be compressed using Stuffit or ZIP. Please call Danny at 1-703-244-2118 if you have any questions regarding FTP uploading. We do not support browser logins. You must use an FTP client software, such as FTP Commander, Fetch or Transit.
- D. **Layout files --**
should be created in QuarkXpress, Adobe InDesign, Adobe Illustrator or Adobe PhotoShop. All fonts used (both screen and printer) **MUST** be included.
- E. **Grayscale or color images --**
should be 350 dpi, but 275 – 300 dpi is acceptable.
- F. **Line art --**
(1 bit) should be 800 to 1200 dpi for bitmapped graphics (for best results use vector art EPS files such as those created by Adobe).
- G. **Acceptable image or graphic formats --**
are TIFF, EPS, Photoshop TIFF or EPS single files, or Illustrator EPS.
Unacceptable formats are: JPEG, GIF, low resolution TIFFs (72 dpi or less).
CMYK total ink coverage should not exceed 320.

For the latest information on Antiques In Alexandria 2009, visit www.antiquesinalexandria.com