



FLORAL PARK HOME & GARDEN TOUR ADVERTISING SPECS

FILE FORMATS

All art must be provided as Quark 7 Doc, a hi-res PDF, JPC or EPS file, or as original art that can be scanned- ie. for business card ads (if art is provided for scanning, FPNA will not be responsible for loss of reproduction quality from original). For all electronic files supply disc or flash drive (with files, pictures, images and all fonts separately or as embedded or outline fonts included) and a proof of your ad.

RESOLUTION

All art/images must be at least 300 dpi at 100% print size.

TOTAL INK DENSITY

Total ink density should not exceed 280%.

ART DEADLINE

All insertion orders, art and payments must be received by **March 23, 2012.**

Please send insertion orders/payment and art to:

Nancy St. Jacques, 2002 N. Victoria Drive, Santa Ana CA 92706, or nsaynt@aol.com, or call 714.835.6280.

ADVERTISING PRICING AND SIZES

Price includes printing/distribution in approximately 3000 Tour Programs, listing on the FPNA website and in our quarterly Newsletter, as well as tickets to the event! (each ticket = \$30.00 savings!!*)

Full Page Ad: (Four Tickets for full page ad)	(5 in./w x 8 in./h) Black & White	\$ 345.00
Full Page Ad Inside Back Cover:	B/W	SOLD
Preferred Full Page Ad facing Inside Back Cover:	B/W	SOLD
1/2 Page Ad: (Two Tickets for 1/2 page ad)	(5 in./w x 3-7/8 in./h) Black & White	\$ 225.00
Business Card Ad: (One Tickets for 1/4 page ad)	(3-1/2 in./w x 2 in./h) Black & White	\$ 125.00
Art/Production Services:	For changes/modifications when possible (original files required) to art origination	\$ 50.00 - 200.00

*Ticket(s) provided for ad sizes are a thank you to advertisers and cannot be applied as a discount if not used.

*Floral Park Neighborhood Association is a 501(c)(3) organization. Contributions are deductible under state and federal law to the extent applicable. Consult your tax professional for advice.

AD INSERTION ORDER: DEADLINE MARCH 23, 2012

ADVERTISER INFORMATION

Company Name: _____ Phone: _____

Address: _____

Contact Name: _____ Contact Tel: _____

AD SIZE: _____ B/W ONLY

PRICE: \$ _____

Be sure to include payment with your order, please make checks payable to FPNA/HT-Ads and mail to: Nancy St. Jacques, 2002 N. Victoria Drive, Santa Ana CA 92706