



Advertising in the GAZETA

Published by the Cincinnati-Ukraine Partnership

Circulation

1,800 locally
100 nationally

Ad Sizes/Rates

Issue Sponsor

Cost: \$1,500

Full Page

Size: 6.71" x 9.375"

Cost: \$450



Half Page Horizontal

Size: 6.71" x 4.5936"

Cost: \$350



Half Page Vertical

Size: 3.2611" x 9.375"

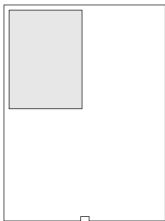
Cost: \$350



Quarter Page

Size: 3.2611" x 4.5936"

Cost: \$250

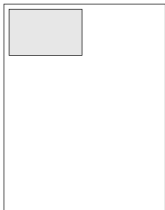


Eighth Page

(Business Card)

Size: 3.2611" x 2.2029"

Cost: \$200



Mechanical Requirements

- All files must be supplied electronically: via Email to dklocke@photonicsg.com or on CD-ROM. Call 513-281-5000 or email for publication dates and deadlines.

- Acceptable file formats are:

- Adobe InDesign v2

- Adobe Illustrator v8 - v10

- Adobe Photoshop v6 - v7

- Adobe Acrobat PDF (no downsampling)

- Quark Xpress v5

- JPEG (at least 150 ppi)

- Placed bitmap graphics or photos must be at least 150 dpi at the actual size used in your document.

- You must supply all linked files.

- You must supply all fonts (printer and screen fonts).

- Artwork may be full color, CMYK

- The following file formats are **NOT** acceptable:

- Microsoft Powerpoint

- Microsoft Publisher

- Microsoft Word

- Microsoft Excel

- Corel Draw

- Corel Paint

- Adobe Persuasion

If you need help with the design and/or layout of your ad, please contact Doug Klocke at Photonics Graphics, 513-281-5000, or via Email at dklocke@photonicsg.com for a cost estimate.



Advertising in the GAZETA

Ad Submission Checklist

A copy of completed checklist must accompany each ad.

CUP Sales Rep: _____

Advertiser Information

Company: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Ad Agency/Design Firm (if applicable):

Contact: _____

Address: _____

Phone: _____

Email: _____

Ad Information

Ad Size: _____

Printout included

Printout at actual size, or _____%

Ad Cost: _____

Payment should not be included with ad, but must be submitted to Cincinnati-Ukraine Partnership, 441 Vine Street, Suite 3620, Cincinnati, OH 45202-3008

File Information

Platform

Mac

Windows

File Format Supplied

Adobe InDesign, version _____

Adobe Illustrator, version _____

Adobe Photoshop, version _____

Adobe Acrobat, version _____

Quark Xpress, version _____

JPEG (150 ppi at actual size) _____

Color

File set up as CMYK

Fonts

Converted to outline, **or**

Supplied (both printer and screen fonts)

Placed Graphics

150 dpi at actual size

CMYK color

If files are linked, linked files are supplied

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