



TAKOMA PARK BUSINESS DIRECTORY AND SURVIVAL GUIDE

c/o TPCNS, 8204 Flower Avenue, Takoma Park, Maryland 20912

(301) 585-7272 • survivalguide@tpcns.org

Full page – 7.25” W x 9” H

1/4 page – 3.5” W x 4.5” H (vertical)

1/2 page – 3.5” W x 9” H (vertical)

1/8 page – 3.5” W x 2.25” H

Ad Sizes & Costs

1/8 page:

3.5” W x 2.25” H

business card (horizontal only)

\$70

1/4 page:

7.25” W x 2 1/8” H horizontal;

3.5” W x 4.5” H vertical

\$145

1/2 page:

7.25” W x 4.5” H horizontal;

3.5” W x 9” H vertical

\$275

full page - 7.25” W x 9” H

\$475

1/2 page – 7.25” W x 4.5” H
(horizontal)

1/4 page – 7.25” W x 2.125” (2 1/8”) H
(horizontal)

Deadline: February 5, 2010





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Instructions & Tips for Our Advertisers

Please direct any questions to
your TPCNS ad sales contact: _____

- ❑ **Submit payment.** Checks should be made out to **TPCNS**. You can mail the payment to your TPCNS ad sales contact or your contact can arrange to pick it up.
- ❑ **Submit your ad in one of two ways.** We accept ads either electronically (preferred) or as camera-ready copy. Specific requirements for each are provided below.
 - **Electronic ad submission (preferred):**
Please provide a black-and-white JPEG or TIFF file with a resolution of at least 300 dpi (dots per inch). A black-and-white PDF file is also acceptable as long as it's made at print-quality with all fonts embedded in the file.

Electronic ads should be emailed to ads@tpcns.org. So that so we can more easily track electronic ad submissions,

1. The subject line of the email **MUST** read **TP10 AD: [name of advertiser], [size of ad]**
Example: TP10 AD: Joe's Pizza, ¼ page
2. Copy (cc:) your TPCNS sales contact on the email. Alternately, the ad file may be submitted on disk with your payment.

Please submit a black & white print copy (i.e., proof) of the ad with your payment to your TPCNS contact so we can verify that the ad is rendered correctly.

- **Submission of black & white camera-ready copy:**
Original art and copy will give the best results. However, if you do not have this, please submit the best quality work available. This means type that is clear and readable, and on the lightest paper available. (Note: Please avoid colored or metallic inks and colored paper. Dark color paper stock printed with dark or colored ink cannot be accepted, as the image will not reproduce properly.)

Specifications:

- ✓ Line art screens: 85 to 100 dpi (dots per inch)
- ✓ Photos or halftones: 300 dpi or line screen
- ✓ Ad materials should meet the size specifications for the space purchased

Additional Guidelines:

- Ad changes or resizing: If you need assistance, we may be able to help. Basic changes begin at \$10, or we will provide a list of local graphic artists who may be available for additional design, production or consultation on your ad, at your cost.
- Ads can be any size from a business card to a full page. Please refer to the ad size sample sheet for correct dimensions. We reserve the right to re-border non-standard ads.
- In the event that your ad does not meet the specifications requested, we are unable to guarantee quality. If you are unsure of how your ad or business card will look, a high-quality photocopy will give a good indication of how well it might reproduce.