



2018 ADVERTISING RATES & SPECIFICATIONS

Advertising Rates (per issue):

Size	Member Price	Non-Member Price
Full Page (7.5"W x 9.5"H))	\$300	\$325
Half Page (7.5"W x 4.75"H)	\$250	\$275
Quarter Page (3.75"W x 4.75"H)	\$200	\$225
One Eighth Page (3.75"W x 2.375"H)	\$150	\$175

Submission Deadlines:

Issue	Distribution Date	Advertising Artwork Due	Advertising Reservation Due
Spring	March 15	February 25	February 15
Summer	August 1	July 10	July 1
Fall/ Winter	December 1	November 10	November 1

Requirements/Specifications:

- Advertising Reservation Form must be filled out and returned to SWANA Florida Sunshine Chapter by the deadlines above. Full payment is due when Advertising Reservation Form is submitted.
- Talking Trash is distributed electronically as a PDF file.
- The newsletter is a full-color publication and measures 8.5"W x 11"H.
- Advertisements may be submitted as a PDF, jpg or eps file.
- All files should have a minimum resolution of 300 dpi.
- All supporting graphics and fonts must be embedded into file.
- Animated advertisements will not be accepted.
- Email your advertisements to info@swanafl.org by the deadlines above.

SWANA Florida Sunshine Chapter
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