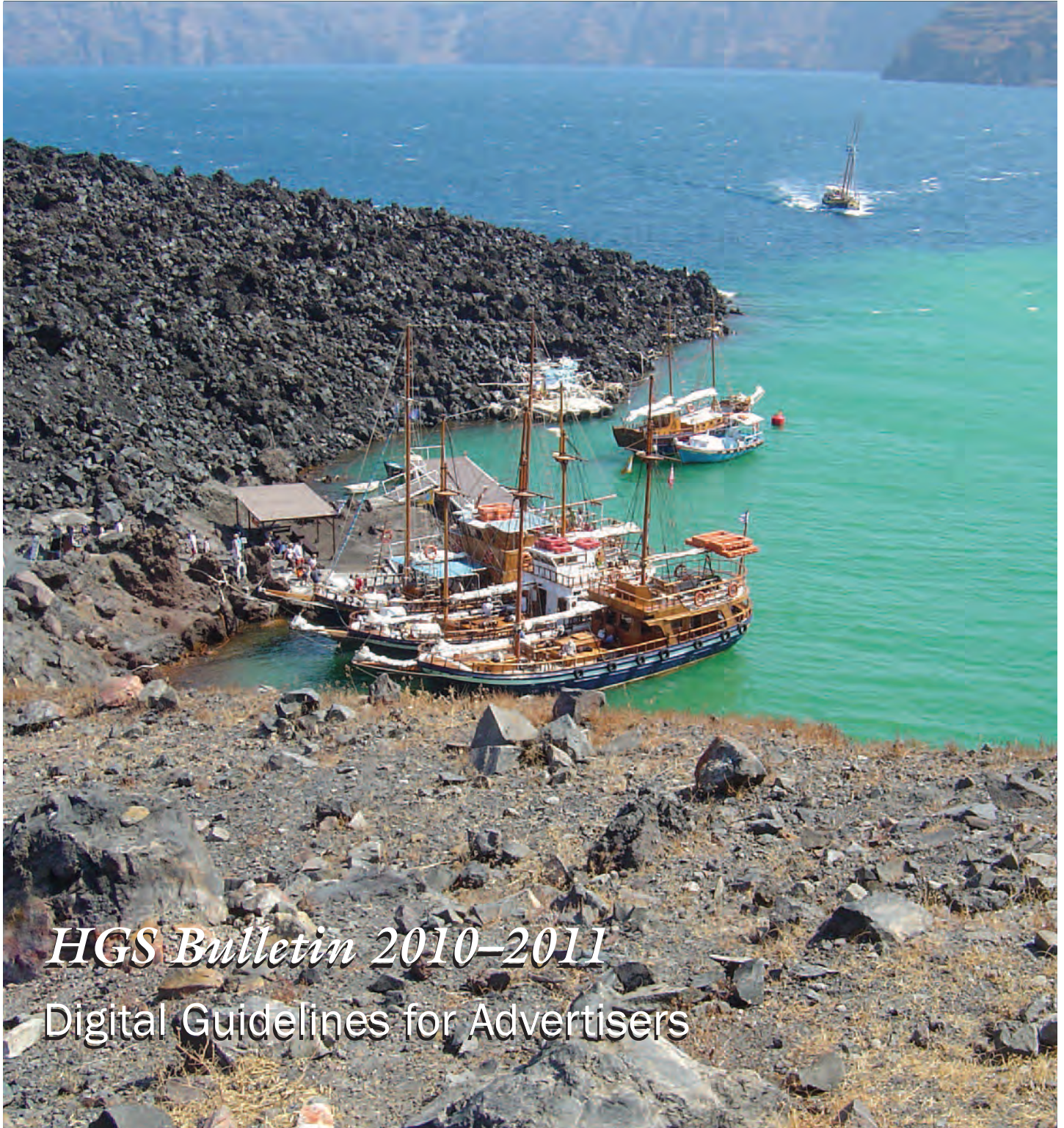# HGS Bulletin

Houston Geological Society

HGS Bulletin 2010–2011

Digital Guidelines for Advertisers

HGS Bulletin 2010–2011
Advertising Rates

COMPLETE and mail ad material and full payment to:

Houston Geological Society
14811 St. Mary's Lane, Suite 250
Houston, Texas   77079

Office Hours: 8 am to 5 pm Monday - Friday
Phone: 713-463-9476   Fax: 281-679-5504

Date: _____

Contact Person: _____

Company: _____

Address: _____

_____

_____

Phone: _____

Fax: _____

email: _____

Authorized by: _____

Ad Size: _____

   Number of issues: _____

Start Month: _____

End Month: _____

Total Amount Enclosed: _____

SIZE and FORMAT
Submit ads in digital format accompanied
by an identical hard copy. See *Digital
Guidelines for Advertisers.*

Ad Size Dimensions	(w" x h")
Full page	7.3" x 9.5"
Half page (horiz)	7.3" x 4.7"
Half page (vert)	3.5" x 9.5"
Quarter page (vert.)	3.5" x 4.7"
Quarter page (horiz.)	7.3" x 2.3"
Column width (vert.)	3.5" x 9.5"
Eighth page	3.5" x 2.3"

DEADLINE for submitting material is 6 weeks prior to the month's issue in which the ad appears.

No. of Issues	Random* Eighth	Random* Quarter	Random* Half	Random* Full	Page 2 (B&W) Full	Inside Front Cover (Full Color) Full	Inside Back Cover (Full Color) Full	Outside Back Cover (Full Color) Half	Calendar Back (Full Color) Full	Calendar Page (Full Color) Quarter
10	$823	$1,387	$2,488	$4,734	$5,680	$7,830	$7,560	$6,858	$6,750	$2,700
9	$823	$1,387	$2,488	$4,734	$5,680					
8	$750	$1,260	$2,242	$4,307	$5,169					
7	$665	$1,123	$2,014	$3,834	$4,600					
6	$590	$990	$1,782	$3,392	$4,069					$1,890
5	$497	$837	$1,503	$2,860	$3,432	$4,698	$4,536	$4,104		
4	$405	$683	$1,223	$2,326	$2,792					
3	$327	$550	$990	$1,886	$2,262					$1,080
2	$232	$392	$704	$1,339	$1,607					
1	$146	$246	$443	$842	$1,010	$1,404	$1,296	$1,080	$1,296	$810

Random Inside (Black & White)

FULL (4) COLOR AD
* add 30% to B&W charge for Full (4) color ad

BUSINESS CARD
$135 per 10 Issues – Send two cards
($30 for each additional name on same card)

HGS Bulletin 2010–2011
Digital Guidelines for Advertisers

Fill in and submit the Ad Form (back) with your Ad!

The HGS *Bulletin* is printed digitally using QuarkXpress 8. We no longer use negatives or camera-ready material; all files used for ads must be provided in digital form. To make your ad look good, follow these guidelines for fonts and graphics. Like most printed matter, the *Bulletin* is set up on a Mac. We do accept PC files (see list below) but in some circumstances, conversion and setup charges may apply.

New Ad Deadline: Ad material must be received no later than 6 weeks prior to the 1st of the month of publication. Advertising is accepted on a space available basis.

Layout Software to use:

Mac	PC
QuarkXpress Mac (8)	QuarkXpress PC (8)
Adobe Illustrator Mac (CS4)	Adobe Illustrator PC (CS4)
Adobe PhotoShop Mac (CS4)	Adobe PhotoShop PC (CS4)
InDesign (CS4)	InDesign (CS4)
	Corel Draw PC (14.0)

Ad Size Dimensions	(w" x h")
Full page	7.3" x 9.5"
Half page (horiz)	7.3" x 4.7"
Half page (vert)	3.5" x 9.5"
Quarter page (vert.)	3.5" x 4.7"
Quarter page (horiz.)	7.3" x 2.3"
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You must include your associated graphic files!
- No matter which program you use to lay out your ad, (i.e., Quark, Illustrator, InDesign:) you must also send us your fonts, scans, photos and graphics (drawings) as separate digital files. We cannot depend on files embedded within a layout program. You must also save them separately and send them long with your complete layout file.

Resolution:
- The *Bulletin* is printed at 150 line screen, which means that all your images (graphics, photos, and scans) must be at least 300 dpi resolution. If you have scanned text, it should be scanned at least 600 dpi to be legible. We recommend against scanning text whenever possible; instead set up your file in digital form originally.
- Scanned photos, illustrations (line art) or logos must be scanned at 300 dpi minimum and saved as a tiff, eps, or Photoshop file.
- Avoid clip-art and images from the internet. These images are low-resolution (72 dpi) and will look blurry and/or jaggy on a high resolution printed page. Gif and JPEG are not accepted.

Problem Software:
- **MicroSoft Word** files will require a one-time set-up charge. These files translate as text files that have to be re-styled and rebuilt in Quark.
- **CorelDraw & Canvas** files must be saved in Adobe Illustrator (.eps) format *(use Save As option)*. Again, graphic files from these programs must be at least 300 dpi resolution and meet the graphic file criteria listed above. If format translation problems occur, which is not uncommon with these programs, you may be charged a one-time set-up fee.
- **Powerpoint** files are <u>not</u> accepted.

Fonts: Send us **ALL** font files used in your ad.
- **Postscript Fonts:** Send both printer & screen font files.
- **TrueType Fonts:** Include your TrueType font files with your ad.
- **Font Size:** If you are reversing out your type (i.e., white on a black or solid color) do not use font sizes smaller than 10 point. Be sure your fonts have Mac equivalents. If we don't have a Mac equivalent for your PC fonts and you are working in a PC program where we cannot change your font to an outline before bringing it into Quark (mac) we may have to substitute fonts. Call if you have technical questions (713) 664-7267.

Color:
The HGS *Bulletin* is printed in full color.

PLEASE SUPPLY US WITH A PRINT OUT OR PDF OF YOUR AD.

HGS Bulletin 2010–2011
Advertiser Form

Complete this form and submit it with your digital files.

Incomplete forms mean delays and additional charges.
For help, see guidelines on the back of this page or call us.

Company name: _____

Digital file prepared by: _____

Phone: _____

Address _____

☐ CD ☐ DVD

Fill In	File Name, Ad Size, and Date	Layout Software, **(Format: Mac or PC)**	List file names of Scans/Photos **(300 DPI Resolution-at final size size)**	List file names of Graphics, art/Illustrations, logos **(Software)**	Fonts in Ad Postscript or TrueType		Color	Hard Copy enclosed
					Printer & Screen	Truetype	**Yes/No**	

Contacts:

Sandra Babcock

HGS Bulletin
Ad Coordinator

Tel: 713-463-9476
Fax: 281-679-5504
sandra@hgs.org

For technical questions or **if you need assistance with designing and building your ad, call:**

Lisa Krueger
Tel: 713-664-7267
Fax: 713-666-5741
lisa@lisakruegerdesign.com