

The upcoming issue of *A Diver's Guide to Michigan Underwater Preserves* is expected to be bigger, better and more informative than ever. We are also offering yearlong interactive benefits through the mupc.net website, which will allow you to extend your access to a growing market in a medium that can be updated all year long.

Everyone buying an ad in the printed booklet is eligible for a listing on the website, with the option of a reciprocal link to the advertiser's website.

Print out this form and fax it, completed, to 269-226-9494 by April 30, 2010 to reserve space. Artwork and payment are due no later than May 7, 2010. Technical specifications/detailed instructions are on the following page.

Advertiser: _____

Address: _____

Contact person: _____ Phone: _____

Email: _____ Fax: _____

Signature: _____ Date: _____

ADVERTISING RATES (*Check desired size*):

Color inside front or back cover:

\$1500.00

Full page B/W:

\$750.00

Half page B/W:

\$500.00

Quarter page B/W:

\$250.00

Desired Preserve Location:

Rates apply for **Press-Quality PDFs** only. For all other art types, add \$50.00 to space rate. We can set type and do a simple layout with your copy for this charge. More than this (logos, etc.), contact jan@jrunderhill.com for a quote.

Text listing only with desired Preserve:

\$50.00—Email to jan@jrunderhill.com (MUPC in subject line)

Indicate Preserve for listing:

Additional text listing with desired Preserve:

\$50.00—Email to jan@jrunderhill.com (MUPC in subject line)

All dive shops will have a free listing in the Dive Shop section of the book.

Indicate Preserve for listing:

Advertisers are entitled to a quantity of booklet copies.

Ad space charge: _____

Art charge (\$50.00) _____

Use last issue's ad with no changes—no art charge

TOTAL _____

Send payment and copy of contract by May 7 to:

MUPC Diver's Guide
12424 Sleeper St.
Grand Haven, MI 49417

First, let's establish that we don't expect that many of our advertisers will either be using professional help to prepare their material or are likely to hire an agency, so this will be a greatly simplified guide. The goal is to turn out a great product with minimal extra work and ugly surprises, and especially, angry printers.

The ideal format for submitting ads is a PDF, which stands for Portable Document Format and is the best way to insure that your ad will output successfully for printing plates and look the way you intended. Anything else (if you're not a graphic artist using a high-end layout program and you do print production for a living) will cost more simply to make it work, AND may not look anything like you thought it would.

The Adobe Acrobat program that creates PDFs offers a range of settings from Screen Quality (lowest) to Press Quality (highest). In this case, you need Press Quality. Some programs offer PDF under the "Save As" menu. This will work if you can specify a Press Quality setting. Some programs, such as PowerPoint and Publisher, are not capable of producing art suitable for this purpose. Believe me, we have TRIED to use everything submitted!

Any artwork you incorporate into your ad needs to be 300 dpi to go on a printing press. That means anything you found online, at 72 dpi, is not going to work here. One way around this is to use a LARGE original and scale it down after dropping it into your layout. At 25% of original size, it has adequate resolution to be used here. Make sure your document dimensions match the ad sizes given here. If you are given the option of embedding fonts, please do so.

All this said, we invite any questions you may have and will try to make this process as painless as possible. The \$50.00 art charge applies to anything other than Press Quality PDFs and will allow us to make sure you have an ad that works.

We hope these guidelines result in a booklet that makes everyone look great!

AD SIZE LAYOUTS

The diagrams show shapes and dimensions for the 3 standard sizes given for B/W inside, full or partial page ads with no bleedoffs (printing to the edge of the page).

Full color and bleeds are available for inside front and back covers, back cover, and any special color sections offered. Art dimensions for a full bleed page are 5 1/5" x 8 1/2" with an 1/8" bleed on all sides.

Color ads need to be supplied as 300 dpi CMYK PDFs with embedded fonts.

QUESTIONS, PROBLEMS?

Email (preferred):

jan@jrunderhill.com

(MUPC in subject line)

Phone:

269-226-9393

Fax:

269-226-9494

Address:

J.R. Underhill Communications
3635 Thornhill Ave.
Kalamazoo, MI 49004

Ideally, PDFs should be emailed to jan@jrunderhill.com. Please contact us (email preferred, MUPC in subject line) to make any other arrangements for preparation of your ad.

FULL
PAGE
4.25"
x
7.5"

HALF PAGE
4.25"
x
3.75"

1/4 PAGE H
4.25" x 1.85"

1/4
PAGE
V
2.12" x
3.75"