

Take advantage of 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. All complimentary listings will correspond to paid print advertising. Additional listings on the website beyond those included in the Diver's Guide booklet are priced below. Follow instructions in this form to submit information and art files.

Print out this form and fax it, completed, to 269-226-9494. Please use a separate form for each ad or listing.

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ADVERTISING RATES (*Check desired size*):

Display ad JPEG or GIF 300 x 300 (1 col. sq.)

\$200.00/per spot/calendar year

Display ad JPEG or GIF 300 x200 (1 col. 10 lines)

\$150.00/per spot/calendar year

Display ad JPEG or GIF 300 x 100 (1 col. 5 lines)

\$100.00/per spot/calendar year

Text only—15 lines

\$150.00/per spot/calendar year

Text only—10 lines

\$100.00/per spot/calendar year

Text only—5 lines

\$50.00/per spot/calendar year

Desired Preserve Location(s):

\_\_\_\_\_

\_\_\_\_\_

Rates apply to web-ready graphics or text in word processed or emailed form. Add \$25.00 for text entry or \$50.00 for ad layout if desired.

Ad space charge: \_\_\_\_\_

Layout charge (\$50.00) \_\_\_\_\_

Text charge (\$25.00) \_\_\_\_\_

TOTAL \_\_\_\_\_

*Send payment with a copy of this contract to:*

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

*Your ad will be placed after payment is confirmed.*

Questions/further instructions:  
jan@jrunderhill.com

**F**irst, 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:

jan@jrunderhill.com

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 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"