



ADVERTISING SPACE AGREEMENT

2012 SOCIETY OF DECORATIVE PAINTERS

WICHITA CONFERENCE SPECIAL • MAY 14-19, 2012

The Conference Special is a guide for all classes and special events held at Conference.



Business Name _____ Membership no. _____
 Contact _____ Phone _____ Email _____
 Address _____ City/State/ZIP _____

Ad Size
 Full page 1/2 page 1/3 page
 1/4 page 1/6 page

Color
 Black + 1 color
 Full color

Covers (Full color)
 IFC
 IBC
 BC

Authorization/Payment

Ads must be prepaid. Your signature is a binding agreement. Add \$100 to the cost of each ad if you are not a member of SDP. If you'd like to become a member please contact SONY@DECORATIVEPAINTERS.ORG or call her at 316-269-9300 ext. 105.

Name _____ Signature _____ Title _____

Charge \$_____ to the following credit card: VISA MasterCard (SDP accepts these cards only.)

Card Number _____ Exp. date _____

Signature _____ Date _____

SPECIAL: BUY ONE, GET ONE

on full page, full color ads only

REDUCED
RATES!

BUY ONE,
GET ONE!*

	2 Color		<small>NOW ONLY</small>
Full page	\$730	\$660	
1/2 page	\$420	\$380	
1/3 page	\$378	\$340	
1/4 page	\$250	\$240	
1/6 page	new->	\$190	

	Full Color	
Full page	\$1525	\$1300
1/2 page	\$1189	\$1000
1/3 page	\$973	\$800
1/4 page	\$923	\$700
1/6 page	new->	\$200

Covers (Full Color)

Inside Front Cover	\$2057	\$1800
Inside Back Cover	\$1830	\$1600
Outside Back Cover	\$2287	\$2000

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Ad Sizes

Unit	Width	Height
Full page	7 ⁷ / ₈ "	9 ⁷ / ₈ "
1/2 page vertical	3 ⁵ / ₈ "	9 ⁷ / ₈ "
1/2 page horizontal	7 ⁷ / ₈ "	4 ⁷ / ₈ "
1/3 page vertical	2 ³ / ₈ "	9 ⁷ / ₈ "
1/3 page square	4 ⁷ / ₈ "	4 ⁷ / ₈ "
1/4 page vert./horiz.	7 ³ / ₈ "	2 ³ / ₈ "
1/4 page	3 ⁵ / ₈ "	4 ⁷ / ₈ "
1/6 page vert./horiz.	4 ⁷ / ₈ "	2 ³ / ₈ "
Full-Page Bleed	8 ⁷ / ₈ "	11 ³ / ₈ "
Full-Page Trim size	8 ³ / ₈ "	10 ⁷ / ₈ "

Email ads to SHERYL@DECORATIVEPAINTERS.ORG.

Sheryl Born, Graphic Design/Advertising
 (316) 269-9300 ext. 119 • fax (316) 269-3535
 SDP, 393 N. McLean Blvd., Wichita, Ks 67203-5968

Electronic File Specifications

- We can accept files on CD or DVD, or in email. (Email is limited to 5 megabytes in size.) We prefer files in PDF format, although high resolution JPG files, TIF, or EPS files are also acceptable.
- Files that are Adobe InDesign, Illustrator, or Adobe Photoshop are also acceptable but not preferred. Remember to send all linked image files and fonts used.

- Images must be to size at 300 dpi.
- Please include an accompanying match print with all disks submitted.
- An additional \$30 charge will be incurred for ads built by SDP. Ads submitted in the wrong size or resolution will be returned for correction or fixed (at a \$30 charge) where possible.

DEADLINE

AUGUST 15, 2011