



ADVERTISING SPACE AGREEMENT

2011 SOCIETY OF DECORATIVE PAINTERS

WICHITA CONFERENCE SPECIAL • MAY 17-21, 2011

Deadline: August 1, 2010

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 1/4 page
 1/3 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.

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		NOW ONLY
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-> \$250

Covers (Full Color)

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

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 dawn@decorativepainters.org.

Dawn Kolaskey, 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. Line art must be to size at 1200 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 1, 2010