

## Working Agreement For Newsletter Advertising 2010

This agreement details a working advertising agreement between:

New Mexico Independent Automobile Dealers Association  
608 Chama NE, Albuquerque, NM 87108  
Phone: 505-232-0809      Fax: 505-232-0810      Email: gil@nmiada.com

And

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ email: \_\_\_\_\_

### **To publish an ad in our association newsletter**

1. Our newsletter is now in full color or black & white and is published bi monthly.
2. We prefer to receive your advertising material via email. You may send artwork directly to [gil@nmiada](mailto:gil@nmiada) attn: Gil. See attached requirements.
3. Artwork must be received by the **15<sup>th</sup> of the month prior to publication** to be included in the current issue.
4. Our turnaround time for newsletter production is typically **10** working days.
5. The newsletters are normally mailed in the last week of month before publication date.
6. We ask that your company choose one person to coordinate all advertising and any proofing that is necessary.
7. The size of our newsletter will depend upon ads sold. Most of our newsletters range between 16 and 24 pages, with a normal editorial-to-advertising ratio of 50%.
8. All ad space must be paid for in advance.

<i>Full Page Black &amp; White</i> <b>\$237.00</b>	<i>Full Page Color</i> <b>\$280.00</b>
<i>Half Page Black &amp; White</i> <b>\$173.00</b>	<i>Half Page Color</i> <b>\$194.00</b>

Price per publication, paid in advance; subject to 6.625 sales tax.

Ad Size \_\_\_\_\_ @ \$ \_\_\_\_\_ per publication , for \_\_\_\_\_ = \$ \_\_\_\_\_

This agreement is designed to ensure that our working relationship is rewarding for both our association and your company.

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

Association: \_\_\_\_\_ Date: \_\_\_\_\_

**1/1/10**

# **AD GUIDELINES FOR NMIADA NEWSLETTER**

## **For Newsletter Advertising**

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608 Chama NE, Albuquerque, NM 87108  
Phone: 505-232-0809      Fax: 505-232-0810      Email: [gil@nmiada.com](mailto:gil@nmiada.com)

### **Please send your ad in one of the following formats:**

- Illustrator (eps, AI)
- Photoshop (eps, psd, tiff)
- Freehand (eps, FH9, or FH10)
- Quark Express (qxd)
- For Illustrator, Freehand and Coral Draw, all fonts should be converted to outlines or paths. If sending a Quark file, please include all fonts and graphics.
- A pdf may be exported from Quark only if the file is built with black and PMS032.
- If using Corel Draw, file must be saved as Illustrator eps.
- Microsoft Work and Publisher are highly discouraged: if used, file must be one color (black). You cannot make a two-color ad in either of these formats unless you make one file for black and a separate file for red.
- All raster-based files (tiffs, eps etc.) should be 300 dpi at 100%.
- All two color ads must be in black and PMS032; no exceptions.