

## 2024 INSTRUCTIONS FOR SUBMITTING ADS Page 1

### Heart of America Federation of Square Dance Clubs

1. **ASSISTANCE:** If your club ad manager needs assistance of any kind, please contact the Fed Facts Editor. We are here to help you provide the best product possible. The below listed guidelines are provided to assist you in this endeavor.

2. **DEADLINES:** The deadline for submitting all input for the Fed Facts, including ads, is the 25<sup>th</sup> Aug, Nov, Feb, May. To help define what that means, the deadlines are listed at the top of page 1 in each issue of the Fed Facts. All deadlines must be met or your information may not appear in the Fed Facts.

3. **STANDARD AD SIZES:** The allowable ad sizes in the Fed Facts are as follows:

1/6 Page, 2 7/8" X 2 3/8" (or 2.87" X 2.37").

1/3 Page, 6" X 2 3/8" (or 6" X 2.37").

1/2 Page, 6" X 3 5/8" (or 6" X 3.62").

Full Page, 6" X 7 1/4" (or 6" X 7.25").

Please submit your ads in the above sizes only. If they are submitted in a different size then you must maintain the exact relationship (ratio) between width and height. Otherwise, the ad will look disfigured when stretched or reduced to fit in the proper space.

4. **PREFERRED METHOD OF SUBMITTING ADS:** It is preferred that ads be submitted electronically by e-mail. The ad should be sent to the following address: FedFactsEditor@gmail.com. Always check the listings of the most recent issue of the Fed Facts to verify this address. The subject line of the e-mail should include your club's name, the word "Ad", and the issue dates (Example Subject Line: "Cross Trailers Ad Oct/Nov/Dec 2023 ").

5. **ELECTRONICALLY SUBMITTED AD CHARACTERISTICS:**

A. **The ad should be submitted as a ".jpg", ".tif", or ".bmp" file.** As a second, but less desirable alternative, you can submit your ad using the ".pdf" file format with the converter set to at least 300 DPI (600 DPI preferred). An Adobe Photoshop ".psd" file format is also acceptable.

B. The ad should have a resolution of at least 300 DPI (dots per inch) (600 DPI preferred).

C. The ad should be in "grayscale" mode. Please do not submit the ad in color since converting it to grayscale can degrade the quality of the contents. "Black and White" mode is acceptable; however, the ad will not have the depth and eye appeal of grayscale.

D. Use a quality picture processing program such as PhotoShop Elements to make your ads. There are many such programs. You can control the quality and everything else about your ads.

E. The ad must be in "camera ready" condition.

6. **GENERAL AD GUIDELINES/SUGGESTIONS:**

A. It is suggested that your ad contain some type of graphics. This is more eye pleasing than just having printed words. The Fed Facts Ad Manager may be able to help you with this.

B. It is suggested that your ad have some kind of border around the outside.

C. Use the highest quality pictures/graphics that you can get (300 to 600 DPI). The higher the quality, the better your ad will look.

D. No matter how you submit your ad, please do not use copies of copies. Every time you copy something, the quality is reduced.

E. Do not FAX your ad or use anything in your ad that has been FAXed. The resolution of FAX machines is way too low to provide for quality printing.

**F. Do not use the words "prizes", "drawing", "gambling", etc. in your ad.**

**G. Use the word "donation" instead of "charges", or "fee", or "cost".**

**H. Do not** use copyrighted material in your ad (unless you have written permission from the copyright holder and provide a copy of the permission).

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7. Each Federated club is allowed one FREE 1/6 page ad per issue of Fed Facts.
8. Each Federated club is allowed one FREE 1/3 page ad to advertise lessons per Fed Facts year.
9. All ads and payments for ads must be sent to the Fed Facts Editor.
10. If you have any comments or questions, please contact the Co-Editor or the Editor of the Fed Facts.
11. **Annual advertising rates** are listed below. Included in this packet is an "ADVERTISING CONTRACT" form. If your club wishes to take advantage of this option, complete the contract, and return it by the October 15th deadline. You may submit ads to the FED FACTS EDITOR yearly or per issue. If you aren't paying for and signing a contract, you will need to pay the per issue advertising rates, which are:

		Per-Issue Rates		Annual Rates	
		HOA Member Club	<u>Non-Member</u>	HOA Member Club	<u>Non-Member</u>
1/6 Page (first only)	2 7/8" X 2 3/8"	\$0	\$15	\$0	\$50
1/6 Page (additional)	2 7/8" X 2 3/8"	\$10	\$15	\$30	\$50
1/3 Page	6" X 2 3/8"	\$20	\$30	\$60	\$100
1/2 Page	6" X 3 5/8"	\$25	\$40	\$75	\$140
Full Page	6" X 7 1/4"	\$50	\$80	\$150	\$280

**Payments... send with contract to ADVERTISING MANAGER...**

**Please submit a check made payable to the Heart of America Federation of Square Dance Clubs (HOAFOSDC).** Include your name, telephone number, name of club and Ad issue date and send to the ADVERTISING MANAGER.

**NOTE: This payment must be sent to the ADVERTISING MANAGER, Martin & Linda Kline; 16216 W 132<sup>nd</sup> Ter; Olathe, KS 66062, with signed contract by October 15, 2023.**

# HEART OF AMERICA FEDERATION ANNUAL ADVERTISING CONTRACT 2024

In agreement with the Heart of America Federation of Square Dance Clubs, the undersigned will advertise in the Fed Facts for the next year, starting with the Jan/Feb/Mar issue. **CONTRACT DUE OCTOBER 15<sup>TH</sup>**.

The annual advertising rates are as follows: (Please check the appropriate size of Ad desired)

	<b>HOAF Member Clubs</b>	<b>Non-Member Clubs</b>
_____ First 1/6 page	Free	\$50.00 per year
_____ Added 1/6 page	\$30.00 per year	\$50.00 per year
_____ 1/3 page	\$60.00 per year	\$100.00 per year
_____ 1/2 page	\$75.00 per year	\$140.00 per year
_____ Full page	\$150.00 per year	\$280.00 per year

**Fed Facts will not print any member club event date that conflicts with the Heart of America Federation Convention. Future Heart of America Federation Conventions dates are listed in Fed Facts.**

**Payments must be made in advance to the Federation ADVERTISING MANAGER. Please enclose your check with this contract.**

If your club has a “Federation Certificate” for free ads, please **attach it to this contract** for credit. All Certificates must be redeemed by **October 15<sup>th</sup>**.

**This contract must reach the ADVERTISING MANAGER with payment, no later than October 15<sup>th</sup>.**

Thank you for your support and cooperation.

CLUB or FIRM Name \_\_\_\_\_ Check Number: \_\_\_\_\_

Your Name: \_\_\_\_\_

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

Your Phone Number: \_\_\_\_\_ Your E-mail \_\_\_\_\_

Your Signature: \_\_\_\_\_

Please sign and return to **Advertising Manager: Martin & Linda Kline; 16216 W 132<sup>nd</sup> Ter; Olathe, KS 66062**. Keep one copy for your records.

Make all checks or money orders payable to:  
**Heart of America Federation of Square Dance Clubs or (HOAFOSDC)**

**NOTE: It is important to submit to the AD MANAGER: PAYMENT, along with the AD CONTRACT.**

10/2/23