

2008 Pennsylvania Credit Union Association
Annual Convention & Exposition Guide

AD COPY/ARTWORK SUBMISSION FORM

Credit Union or Chapter _____

Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ E-mail _____

Advertisements

Ad Size

- Full Page – \$400
- Half Page – \$250
- Quarter Page – \$185
- Eighth Page – \$100
- Ad is not camera-ready (add \$65 to ad price)

Ad Content

- Use same ad as in the 2007 Convention Guide
- Camera-ready ad enclosed *
- Wording with art/logo enclosed
- Wording only enclosed

☞ See other side for ad dimensions and specifications. ☞
* PLEASE DO NOT FOLD CAMERA-READY AD WHEN MAILING.

Greetings

Greetings — Name of Credit Union or Individual ONLY

- Credit Union – \$50

Credit Union Name _____

- Individual – \$15

Individual(s) Name _____

(For example: John Doe or Mary & John Doe or The Doe Family)

Please fill out the above form and mail or fax to: Attn: Meghan Fluharty, Benchmark Group Media, 3400 North Sixth Street, Harrisburg, PA 17110. 717-232-6010. Mail Ad copy/Artwork to the same address or e-mail to: shawn@harrisburgmagazine.com.

detach along dotted line

detach along dotted line

PAYMENT SUBMISSION FORM

Please detach and fill out the lower portion of this form and mail, with payment, to: Pennsylvania Credit Union Association, P.O. Box 60007, Harrisburg, PA 17106-0007. Please make check payable to Pennsylvania Credit Union Association.

Credit Union or Chapter _____

Contact Person _____ Phone _____

Amount of check enclosed (Please check appropriate box):

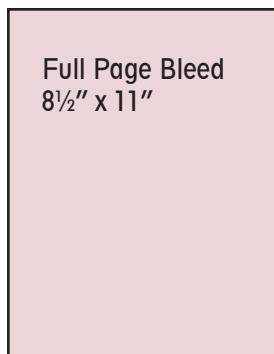
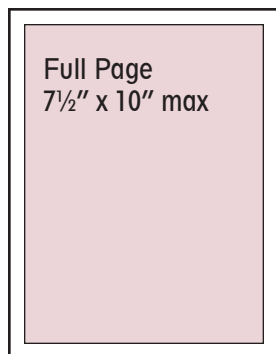
- Full Page – \$400
- Quarter Page – \$185
- Credit Union Greeting – \$50
- Half Page – \$250
- Eighth Page – \$100
- Individual Greeting – \$15
- Ad is not camera-ready (add \$65 to ad price)

Deadline for ads and payment is March 14, 2008

Questions?

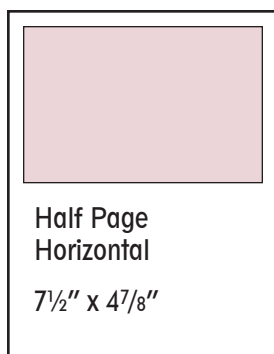
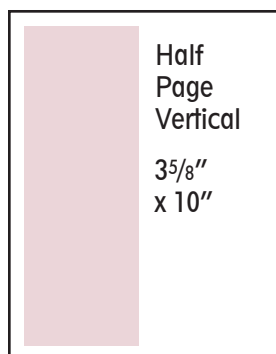
Contact Meghan Fluharty, 717-233-0109, ext. 115
or e-mail: meg@harrisburgmagazine.com.

ADVERTISEMENT DIMENSIONS



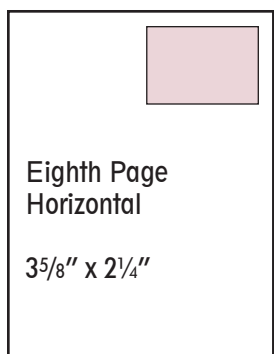
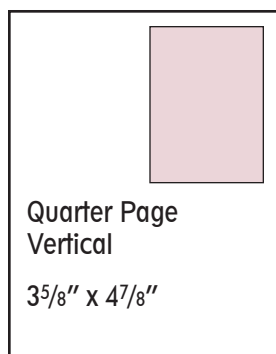
Full Page – Unless specified otherwise, a 7 1/2" x 10" border may be placed around ad. Trim size is 8 1/2" x 11".

Full Page Bleed – 8 1/2" x 11". Please allow an additional 1/8" image on material that's intended to bleed. Live matter should be kept 1/4" from bleed edge to allow for trim.



Half Page Vertical – Copy/art should be sized to fit 3 5/8" x 10" border. No bleeds.

Half Page Horizontal – Copy/art should be sized to fit 7 1/2" x 4 7/8" border. No bleeds.



Quarter Page Vertical – Copy/art should be sized to fit 3 5/8" x 4 7/8" border. No bleeds.

Eighth Page Horizontal – Copy/art should be sized to fit 3 5/8" x 2 1/4" border. No bleeds.

ADVERTISEMENT SPECIFICATIONS

If you choose to place a camera-ready ad, please send it in one of the following two formats:

Electronic:

- All images must be in grayscale.
- Supply fonts, graphics.
- Supply laser print.
- We accept PC or MAC, InDesign, Quark, and PageMaker (6.5-7.0).
- We accept TIFF and JPEG images with a 300 dpi resolution, and we accept PDFs.
- We cannot accept Publisher or CorelDraw.
- Place ad on a zip disk, 1 gig jazz, CD-rom or floppy disk.

Film:

- 133 line screen.
- Right reading, emulsion down.
- Supply laser print.

Please **do not fold** camera-ready ad when mailing.