



# Dilworth Quarterly

## Ad Specifications

*Dilworth Quarterly* is mailed quarterly to residents and businesses in the Dilworth neighborhood, as well as city officials and other interested parties. The mailing list currently exceeds 5,800 recipients.

### Dimensions & Rates

<div>1/2 Page Horizontal 7.792" x 4.75" \$480 Outside Back Cover 1/2 Page Ad: \$540</div>		<div>1/2 Page Vertical 3.812" x 9.833" \$480</div>		<div>Text-Only Classified Ads \$50  See back side for details</div>
<div>Business Card Ad 3.812" x 2.182" \$155</div>	<div>1/4 Page Square 3.812" x 4.75" \$310</div>		<div>1/4 Page Vertical 1.823" x 9.833" \$310</div>	
<div>Full Page 7.792" x 9.833" \$660</div>	<div>1/4 Page Horizontal 7.792" x 2.182" \$310</div>			

### Deadline

The deadlines for receiving insertion order and the electronic files for ads are:

March Issue: January 15

June Issue: April 15

September Issue (Home Tour/Jubilee): July 15

December Issue: October 15

**Ads not received by deadline may not run.**

### To Place An Ad

Please contact Mary Beth Sensabaugh, Ad Sales Representative 704-332-8320; [msensabaugh@carolina.rr.com](mailto:msensabaugh@carolina.rr.com). Please fill out an insertion order to reserve space.



# Dilworth Quarterly

## Ad Specifications

*Dilworth Quarterly* is mailed quarterly to residents and businesses in the Dilworth neighborhood, as well as city officials and other interested parties. The mailing list currently exceeds 5,800 recipients.

### Display Ad Sizes

Full page: 7.792" x 9.833"

1/2 page vertical: 3.812" x 9.833"

1/4 page vertical: 1.823" x 9.833"

Business card ad: 3.812" x 2.182"

1/2 page horizontal: 7.792" x 4.75"

1/4 page square: 3.812" x 4.75"

1/4 page horizontal: 7.792" x 2.182"

### Classified Ads

*Dilworth Quarterly* also offers **TEXT ONLY** classified ads. These ads will appear as an ad with a 1-2 line headline and text not to exceed 50 words. Please include your desired text on an insertion order form or email text to [msensabaugh@carolina.rr.com](mailto:msensabaugh@carolina.rr.com).

### Format

Ads must be submitted as PDFs (Adobe Acrobat 8.0 or 9.0) and must meet the following criteria:

- Be created to the **exact size** (as indicated above).
- **All fonts must be embedded.** Fonts not embedded can cause problems when the newsletter goes to press.
- Images (including logos) in ads should be at least 300dpi. If lower, the image may appear blurry in print.
- **All ads should be color, cmyk if possible.** We can convert cmyk from rgb ads, but we do not guarantee how they will print. There may be a slight desaturation of color.

### We can not guarantee that ads that do not meet the above specifications will print properly.

Please Note: PDFs created from Microsoft products (eg, Microsoft Word) frequently cause problems when we go to press. If we anticipate problems, we will return the ad to you. **The Dilworth Quarterly staff will not edit or create ads.** If the advertiser does not have the means to create the proper ad file, we will offer a list of artists who can create an ad for a fee.

### Ad Delivery

PDFs should be emailed directly to Mary Beth Sensabaugh at [msensabaugh@carolina.rr.com](mailto:msensabaugh@carolina.rr.com) **by deadline**, unless directed otherwise. **Ads not received by deadline may not run.**

### Payment

*All ads must be paid for in advance.* Please contact Mary Beth Sensabaugh for details.

### For Questions Regarding Newsletter Editorial Content

Please contact Nikki Campo at [nikki.campo@gmail.com](mailto:nikki.campo@gmail.com) or Tom Ferber at [ferber.tj@gmail.com](mailto:ferber.tj@gmail.com).