

How to get your contest's ad placed in the IPMS/USA Journal

First off, placing the ad is very easy once you understand what is required by the *Journal* staff. Before we get to the specification and schedule let's talk about who gets what. Every chartered chapter in IPMS/USA that is having a contest or show is allowed one (1) complimentary ¼ page ad in one (1) issue of the *Journal*. If your chapter is hosting your region's Regional Convention you are allowed one (1) ½ page ad in one (1) issue of the *Journal* or two (2) ¼ page ads in two (2) issues of the *Journal*. Additional space may be purchased if desired.

You now know what you can get. When do you need to send us the information? Here are the fixed due dates for making your ad reservations and ad artwork submissions.

| Issue | Space Reservation | Ad Submission Before |
|---------------------|-------------------|----------------------|
| January / February | December 15 | December 23 |
| March / April | February 15 | February 25 |
| May / June | April 15 | April 25 |
| July / August | June 15 | June 25 |
| September / October | August 15 | August 25 |
| November / December | October 15 | October 25 |

The *Journal* is not obligated to publish ads that are not reserved, or art received, by the above scheduled dates. It is the responsibility of the Host Chapter to make sure we have the reservation and art in a timely manner.

You may choose the issue in which your ad will appear so do not hesitate to reserve your ad space early. Remember it is up to each chapter to tell us what issue they want the ad published. To help you make that decision here is the approximate mailing schedule. Remember that we will try to keep to this schedule the best that we can, but sometimes real life does affect when the issue gets mailed.

| Issue | Approximate Mailing Period |
|---------------------|----------------------------|
| January / February | Last week of January |
| March / April | Last week of March |
| May / June | Last week of May |
| July / August | Last week of July |
| September / October | Last week of September |
| November / December | Last week of November |

Now that you know the schedule, you need to know what we can use for your ad artwork. Your electronic artwork may be submitted by e-mail to advertising@ipmsusa.org.

You can put the electronic artwork on a CD or put your camera ready art work in a secure envelope and mail it to IPMS/USA Advertising at 3034 E. Marywood Lane, Orange CA 92867. We can accept files in the PDF, TIFF, Illustrator, Photoshop, EPS, or high quality JPG file formats. Ads submitted in the Microsoft

Word or Works format will not be accepted. We can not “just print” your event flyer, nor are your web graphics of high enough resolution for them to be used in the *Journal*. Submissions must be a minimum of 300 dpi for all files, graphics, and photographs. If you have any questions, please contact the *Journal* staff prior to submitting your art.

All ad file names should include the club name and the month and year that you want the ad published. Make sure in your reservation e-mail you identify the chapter that is hosting the event, the type of event it is (contest or regional), and the issue (or issues) that you want the ad published.

Remember that if your ad is a ¼ page ad the full size ad should measure 3.7” in width and 4.9” in height. If it is a ½ page Regional ad, the full size ad should measure 7.4” in width and 4.9” in height or 3.7” in width and 9.8” in height.

By following these guidelines you will help the *Journal* to be able to publish your ad with the minimum of fuss and change requests by the staff back to you. If you need our help with your ad, just ask as early as you can so that we have the time to help you. If you have any questions, please address them to advertising@ipmsusa.org.