

Perinatal Perspectives Advertising

Ad Size: Quarter page – 3.5”w x 4.75” h
Pricing: \$100/issue
\$250/year (3 issues)
Deadlines: January 8 (February 2010 issue)
May 1 (June 2010 issue)
September 1 (October 2010 issue)

Ad Options:

- 1) **Basic Ad**—Send us your text in a Word document, along with any logos or graphics to include—we will create a basic ad from your materials.
- 2) **Print Ready Ad**—Send us your print ready ad. Please make sure the ad meets the requirements below.

Advertising materials may be emailed to ipn@indianaperinatal.org. We cannot accept files larger than three megabytes via email.

2-color ad Digital File Requirements

- Ad Size (no bleed): Quarter page - 3.5”w x 4.75”h
- Ad colors: Black or Black + PMS 5405C (Blue)
- Only .eps files, Photoshop .tif or .eps, or high-res, press optimized Adobe Acrobat PDF files are accepted.
- All images used must be high resolution (at least 300 dpi), in gray scale mode, or duotones (Black + PMS 5405C), and placed at 100%. Bitmap scans should be 1200 dpi.
- If possible, please include a color or black and white laser proof of the ad at full size. Please include a lo-resolution .pdf file if open files are provided.