



The Electrical Association of Philadelphia

2020 Membership Directory

Advertising Guidelines – Artwork Due April 15

To ensure a high-quality reproduction of your ad, please email all files using the following specifications for your ad placement. Advertisements are in black and white unless otherwise noted. Color advertisements should be submitted as a CMYK color ad.

Preferred File Format in order of preference:

- Print ready PDF files with all fonts embedded with a copy of the ad included.
- MAC native files with all fonts and links included, to size, with a copy of the ad included.
- PC based files must be converted to Press Ready PDF files with all fonts embedded with a copy of the ad included.
- Most business cards can be accepted; however, we do recommend black and white artwork for better quality in the finished ad. Multi-color cards will reproduce in grey scale and may present production issues.

Graphics: Please include a copy of each graphic with your project. To get quality results from your graphic files, please make sure all graphics are at least 300* dpi at the size that they are intended to be printed. PS and TIF files are preferred. Please convert text in EPS files to outlines. Acrobat PDF files with all fonts and graphics embedded with Distiller options set for press at 300 dpi are also acceptable. (*Note: line art needs to be scanned at a much higher resolution than color or grayscale to prevent jagged edges.) *Note that graphics pulled from or intended for the Internet (GIFs) are low resolution and do not reproduce well when printed are not recommended.*

Fonts: All fonts used in your document must be included with your files. Even common and classic fonts can vary from vendor to vendor and there are differences between True Type and Type 1. Send both screen fonts and printer fonts for Postscript fonts (Type 1 fonts). Also send fonts that are used in EPS files.

Sizes:

- **Business Card** ads may be portrait or landscape: - 3 1/2" w x 2"h black and white - no bleed
- **Quarter Page Ads** must be portrait: - 3 3/8" w x 4 1/2"h - black and white - no bleed
- **Half Page Ads** must be landscape: 7" w x 4 1/2" h - black and white - no bleed
- **Full Page Ads** must be portrait: 8" x 11" plus 1/8" bleed all around, **full color**. Keep text within 1" from both sides
- **Inside, Back, and Front Cover Ads** must be portrait 8 1/2" x 11" plus 1/8" bleed all around, **full color**. Keep text within 1" from both sides

File Submission:

Ads may be submitted/reserved online www.eap.org. **All artwork is due by COB Wednesday, April 15, 2020.** Ads not meeting the required page set up may be reduced in size to fit your requested ad size format.

Hard Copies Submissions:

Electronic submissions are **strongly encouraged** to ensure a high-quality production; however, we understand this may not be feasible. If you wish to submit a hard copy ad, please note:

- We are **unable** to accept faxes or material that has been photocopied.
- We can accept business cards that can be easily scanned.
- **DO NOT STAPLE OR FOLD YOUR MATERIALS.**

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Advertising Form

Due by April 15



There are several options to meet budgets of all sizes. Please select which size you would like to secure. Please note that advertising is available only to members of EAP.

- | | |
|--|--|
| <input type="checkbox"/> Business Card - 3 1/2" w x 2" h - \$225 | <input type="checkbox"/> Inside Front Cover – Full Color - \$1,500
8 1/2 X 11" plus 1/8" bleed all around, text within 1" from both side from both sides |
| <input type="checkbox"/> Quarter Page- 3 3/8" w x 4 1/2" h - \$350 | <input type="checkbox"/> Inside Back Cover – Full Color - \$1,600
8 1/2 X 11" plus 1/8" bleed all around, text within 1" from both side from both sides |
| <input type="checkbox"/> Half Page - 7" w x 4 1/2" h - \$550 | <input type="checkbox"/> Outside Back Cover – Full Color - \$1,700
8 1/2 X 11" plus 1/8" bleed all around, text within 1" from both side from both sides |
| <input type="checkbox"/> Full Page – Full Color - \$1,000
8 1/2 X 11" plus 1/8" bleed all around
text within 1" from both sides | |

Member Information

Contact Name: _____

Company: _____

Address: _____

City, State: Zip: _____

Phone: _____ Email: _____

Payment Information

- Check enclosed #: _____ Please invoice
- Online - www.eap.org (Submit all information)

Please be sure to send your advertising artwork, conforming to the advertising guidelines listed, by April 15, 2020. Please note that each company is responsible for what is sent and how it is sent. We CANNOT accept faxed copies of artwork for scanning. Payment must be received in order to secure your advertisement; any unpaid ads will not be run.

Please contact Mair Malfara with questions – (610) 825-1600 ext. 12 or mair@eap.org.

The Electrical Association of Philadelphia
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