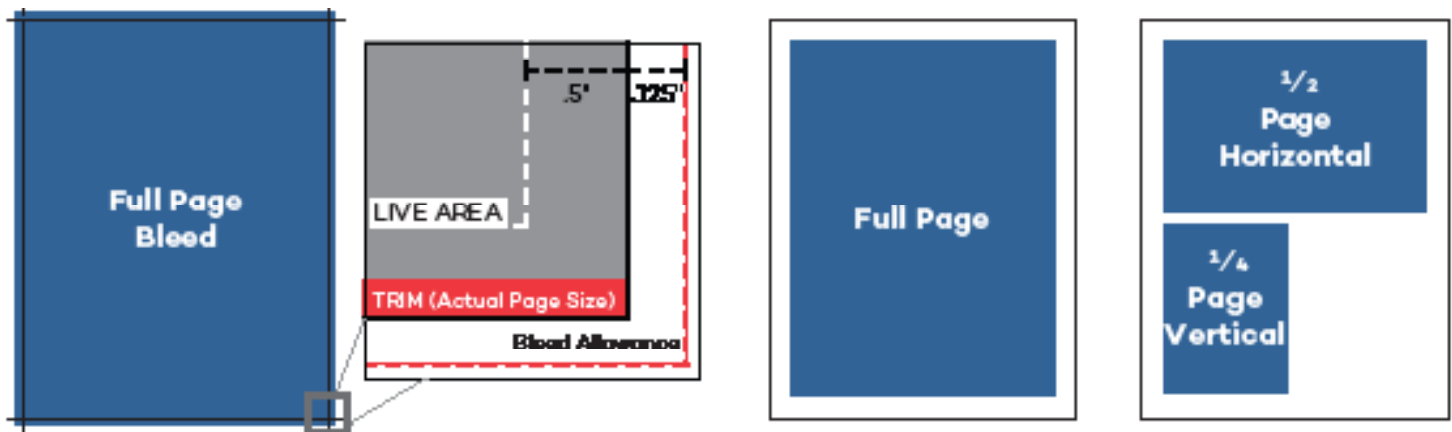


# SCUP Virtual Conference 2020 Magazine Ad Rates

| Size   | Width x Height | Rate    |            |
|--|----------------|---------|------------|
|  |                | Member  | Non-Member |
| Full Page Bleed: Inside Front or Inside Back Cover | 8.75 X 11.25   | \$1,500 | \$1,500    |
| Full Page  | 7.5 X 10       | \$1,000 | \$1,000    |
| Half Page Horizontal                               | 7.5 X 4.875    | \$600   | \$600      |
| Quarter Page Vertical                              | 3.625 X 4.875  | \$375   | \$375      |

All rates are net and include FULL COLOR. Width x height in inches. Prices are listed as USD.



## Ad Information

- Ads **MUST BE FULL COLOR**. No B&W or spot color ads will be accepted.
- Acceptable formats for ad submissions: **.PDF (preferred)**; .JPEG
- Live area of bleed ads must be .5" from trim edge.
- Bleed allowance is .125"; **must include crops and registration marks**.
- All fonts must be embedded into the file.
- When using Adobe Illustrator to create an ad or any elements included within an ad, please make sure all type is converted to outlines.
- Image resolution must be at least 300 dpi or higher.
- We cannot accept native ad files created in: wAdobe Pagemaker, Microsoft Publisher, Microsoft Word, or any other non-graphic program.

## Production Information

- 133-line screen
- Produced and proofed digitally.
- Program file is created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop, all on the Macintosh platform.

## Ad Contact Information and Submission

- Ad request may be submitted via email to: [corporate.relations@scup.org](mailto:corporate.relations@scup.org)
- For questions, please contact Martha Marotta at: [corporate.relations@scup.org](mailto:corporate.relations@scup.org) or 734.669.3283