

**CATALOG ADVERTISING – DEADLINE FOR ALL CATALOG ADS,
January 30, 2012**

FULL PAGE (includes 1 photo).....	\$40.00
HALF PAGE.....	\$25.00
QUARTER PAGE.....	\$15.00

All separate photos \$10.00. No charge for photos within camera-ready electronic ads.

All Advertising MUST be prepaid and received by: January 30, 2012.

Make Check Payable to: PNAEDC.

Send to: Karen Scholz, 19700 NE 169th St. Woodinville, Wa. 98077

Guidelines apply to both Black & White and Color Ads

HARD COPY ADS: All text must be typewritten or legibly printed. Photos should be photographic quality, not printed from an inkjet or bubblejet printer.

ELECTRONIC SUBMISSION FORMATS: * High resolution PDF (press quality) (preferred format) * JPG or TIF (300 pixels/inch resolution) * Word document (note, fonts may default) The following are NOT acceptable formats: PowerPoint, Works, Excel, Word Perfect, Publisher Ads MUST be built in proportion to a catalog page. Image area is 4.5"x7.25", including any border. Be aware, if you build your ad 8.5x11, it will be shrunk to fit a catalog page, and will not be in proportion to the page. If you build your ad 13 inches long on a LEGAL Word template, that will be acceptable and in proportion. It is recommended that you burn a CD of any of your electronic ads and submit that to the ad chairman for your specialty. CD should be readable in both PC and MAC format.