

# Grassroots Fundraising Journal

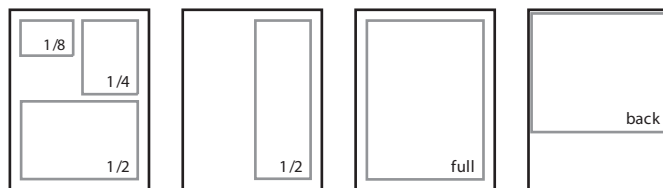
## Advertising Rate Card (effective Jan 2008)

### Display Advertising

AD SIZE	1x	3x	6x
1/8 page	\$270	\$240	\$200
1/4 page	\$430	\$380	\$345
1/2 page (v or h)	\$600	\$540	\$480
full page	\$1150	\$1000	\$850
back cover (2-color)	\$1350	\$1200	\$1050

### Mechanical Requirements

AD SIZE	DIMENSIONS
1/8 page	3-3/8" x 2-1/4" <b>(3.375" x 2.25")</b>
1/4 page	3-3/8" x 4-3/4" <b>(3.375" x 4.75")</b>
1/2 page (v)	3-3/8" x 9-1/4" <b>(3.375" x 9.25")</b>
1/2 page (h)	7-1/8" x 4-3/4" <b>(7.125" x 4.75")</b>
full page	7-1/8" x 9-1/4" <b>(7.125" x 9.25")</b>
back cover	8-1/8" x 7-1/4" <b>(8.125" x 7.25")</b>



### ARTWORK SUBMISSION GUIDELINES

Artwork should be submitted as an email attachment or on Mac-formatted ZIP disk or CD-ROM.

All fonts must be outlined.  
Minimum resolution 300 dpi.

Acceptable file formats:  
 Adobe Illustrator EPS  
 Adobe Photoshop TIFF or EPS  
 Adobe Acrobat PDF

You will be contacted if your artwork is not submitted according to guidelines. For a modest redesign fee, we may be able to modify your artwork to ready it for print.

### Classifieds

AD PLACEMENT	1x/2 mo.
print / web / e-newsletter	\$1.25 per word
web / e-newsletter (e-media)	\$1.00 per word

Classified ad rates are per issue for print or per two-month run for e-media. Formatting limited to boldface and CAPS.

### Deadlines

ISSUE	AD CLOSE	ARTWORK
MarApr 2008	Jan 3	Jan 10
MayJun 2008	Feb 29	Mar 7
JulAug 2008	May 1	May 8
SepOct 2008	Jul 7	Jul 14
NovDec 2008	Sep 3	Sep 10
JanFeb 2009	Nov 3	Nov 10
MarApr 2009	Jan 5	Jan 12
MayJun 2009	Mar 2	Mar 9

### eNews Release Dates\*

E NEWSLETTER	RELEASE DATE
Jan 2008	Jan 3
Feb 2008	Jan 30
Mar 2008	Feb 27
Apr 2008	Mar 26
May 2008	Apr 30
Jun 2008	May 28
Jul 2008	Jun 25
Aug 2008	Jul 30
Sep 2008	Aug 27
Oct 2008	Sep 24
Nov 2008	Oct 29
Dec 2008	Nov 19
Jan 2009	Jan 5
Feb 2009	Jan 28
Mar 2009	Feb 25
Apr 2009	Mar 25
May 2009	Apr 29

\*Ad copy for eNewsletters is due one week before the release date.

Grassroots Fundraising Journal

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