

# GAS Online Newsletter Ad Specs

\* Online ads are in full color, and can be created as RGB or CMYK (they will appear in RGB at 72 dpi).

\* Please provide your URL and GAS will create a link to your website at no additional charge.

\* Sizes below are listed as width x height and are not to scale. Online page size is 8.5 x 11 in.

\* **For more information about advertising with the Glass Art Society please contact the GAS office at (206) 382-1305 or email Kate Davila at [kate@glassart.org](mailto:kate@glassart.org)**

## Advertisement prices for GASnews

**Get your largest advertising discount when you advertise in six consecutive issues throughout the year\* of GASnews!**

Frequency	Size	Cost
6 times	Full Column	\$2,550
6 times	Half Column	\$1,500
6 times	Third Column	\$1,050
6 times	Quarter Column	\$810
3 times	Full Column	\$1,335
3 times	Half Column	\$780
3 times	Third Column	\$540
3 times	Quarter Column	\$420
1 or random placements	Full Column	\$490/issue
1 or random placements	Half Column	\$290/issue
1 or random placements	Third Column	\$200/issue
1 or random placements	Quarter Column	\$155/issue

\*A year is determined by the first issue you advertise in, not the calendar year (unless they coincide). In order to get the frequency discounts listed above, you would need to advertise three or six times in a year period based on the first ad you place. If you do not fulfill this frequency, then your ads will be subject to the non-discounted price or one time price.

### **Newsletter Issues and Deadlines**

Issue	Ad Reservation & Payment Due
January/February 2010	December 1, 2009
March 2010	February 1, 2010
April/May 2010	March 1, 2010
June/July/August 2010	May 1, 2010
September/October 2010	August 1, 2010
November/December 2010	October 1, 2010

Quarter Column  
2.4 x 2.4 in.  
173 x 173 pixels

Third Column  
2.4 x 3.25 in.  
173 x 234 pixels

Half Column  
2.4 x 5 in.  
173 x 360 pixels

Full Column  
2.4 x 10.25 in.  
173 x 738 pixels