

Display Advertising Rates (VALID JANUARY THROUGH DECEMBER 2017)

Ad Size	Rates		
	Active/Retired Members	Associate/Endorsed Members	Nonmembers
1/16 page	\$ 110	\$ 150	\$ 220
1/8 page (HORIZONTAL OR VERTICAL)	\$ 300	\$ 510	\$ 630
1/4 page	\$ 580	\$ 1100	\$ 1250
1/2 page (HORIZONTAL OR VERTICAL)	\$ 825	\$ 1495	\$ 1850
Full Page	\$ 1250	\$ 1900	\$ 2450
INSERT [8 1/2" x 11", 3300 preprinted copies needed]	\$ 920	\$ 1610	\$ 1785
Back Cover Placement Request	add an additional 30% of the display ad price shown above		

Classified Advertising Rates (VALID JANUARY THROUGH DECEMBER 2017)

	Rates		
	Active/Retired Members	Associate/Endorsed Members	Nonmembers
First 30 Words	\$ 50	\$ 100	\$ 120
Each Additional Word	35¢	45¢	50¢

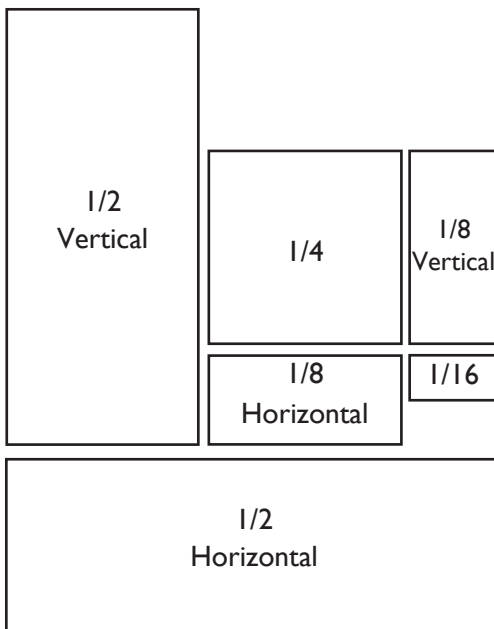
Payment Instructions

- Signed Contract with VISA or MasterCard number may be faxed to 410.534.6700 or emailed to MSDAads@aol.com
- Signed Contract with Check payment (made payable to MSDA) may be sent to:
MSDA Ads, c/o FatCat Studios, Inc., 1616 Shakespeare Street, Baltimore, MD 21231
NO ADS WILL BE TAKEN OVER THE PHONE.

Payment & Submission Deadlines

- Classified Ad Copy AND Payment MUST BE RECEIVED by the date listed on the Contract/Insertion Order Form.
- Display Ad Art MUST BE RECEIVED by the date listed on the Contract/Insertion Order Form.
- An invoice for Display Ads, net 15 days, will be sent, along with a tear-sheet copy, upon publication completion.

Display Ad Specs



Size	Width	Depth	EMAIL ADS TO: MSDAads@aol.com
1/16	2 1/2"	1 1/4"	
1/8 horizontal	5"	2 1/2"	
1/8 vertical	2 1/2"	5"	
1/4	5"	5"	
1/2 horizontal	10 1/4"	5"	
1/2 vertical	5"	11 1/2"	
Full Page	10 1/4"	12 1/4"	

Artwork is accepted in the following formats: PDF, EPS, TIF or JPEG

We will not accept WORD files as display ads.

Artwork

- Artwork must be submitted at appropriate ad size.
- Artwork must be submitted as CMYK (not spot color or RGB).

Production Charges are in addition to ad space. Charges will be incurred for: ad design and layout, re-sizing artwork, converting files to CMYK and editing existing art

Please contact FatCat Studios if you are interested in having an ad designed.