

2022 KEYSTONE TAP ARTWORK REQUIREMENTS

PRINT Artwork Sizes

Full Page (including inside front & back cover)	8.375" w by 10.875" h with .125" Bleed (Border)
Half Page Vertical	3.625" w by 9.875" h
Half Page Horizontal	7.375" w by 4.875" h
Quarter Page (Vertical Only)	3.625" w by 4.875" h
Business Card (Horizontal Only)	3.5" w by 2" h
Back Cover*	7.375" w by 6.5" h

Artwork Format

Artwork will be accepted in the following formats:
 PDF with fonts embedded, Tiff or EPS files, Adobe CS6 compatible files.
 All advertisements must have a resolution of at least 300 DPI at 100% size.
 Must use CMYK color format.

Artwork should be sent electronically for best results. Please contact Pattie-Jo Horner with any questions about artwork requirements.

ONLINE Artwork Sizes

Two images can be provided as well as optional advertising text that will display under the main advertisement. The **main advertisement** page image must be desirable when scaled to fit within the dimensions **1024 pixels wide by 768 pixels high (4:3 aspect ratio)**. A **minimum image width of 1024 is recommended**. Advertisers can also provide text to be included on their advertising page below their image. The **teaser image**, leading to the main advertisement page, must be readable when scaled to fit within the dimensions **360 pixels wide by 144 pixels high**. A **minimum image height of 144 is recommended**. *Recommended format for ads: JPEG, JPG or PNG. Resolution for online advertisements should be no less than 72 DPI at 100% size.*

DEADLINES FOR ADVERTISING

(PRINT & ONLINE)

<u>Magazine Edition (Month Released)</u>	<u>Deadline for Submission</u>
Spring (March) _____	January 3, 2022
Summer (June) _____	April 1, 2022
Fall (September) _____	July 1, 2022
Winter (December) _____	October 3, 2022

Please Note:

Advertisements will be repeated according to contract when a new ad creative is not received by submission deadline.

Contracts & Artwork Submission

Pattie-Jo Horner

Membership Coordinator

Email: PHorner@prwa.com

Phone: (800) 653-7792 ext. 110

Fax: (814) 353-9341

2022 KEYSTONE TAP ADVERTISING CONTRACT

The Keystone Tap is the official quarterly publication of PRWA. This magazine is published for its members with a readership of over 2,400. *Advertising in the Keystone Tap is an exclusive benefit to all Associate Members.*

RATE SCHEDULE

SEE PAGE 2 FOR ALL ARTWORK SPECIFICATIONS & DEADLINES

PLEASE CHECK YOUR AD SIZE BELOW

Full Color	1-3 Issues (Per Issue)	4 Issues
Business Card	<input type="checkbox"/> \$296	<input type="checkbox"/> \$1,006
1/4 Page	<input type="checkbox"/> \$369	<input type="checkbox"/> \$1,255
1/2 Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$1,870
Full Page	<input type="checkbox"/> \$798	<input type="checkbox"/> \$2,713

Black & White	1-3 Issues (Per Issue)	4 Issues
Business Card	<input type="checkbox"/> \$226	<input type="checkbox"/> \$768
1/4 Page	<input type="checkbox"/> \$261	<input type="checkbox"/> \$887
1/2 Page	<input type="checkbox"/> \$333	<input type="checkbox"/> \$1,132
Full Page	<input type="checkbox"/> \$473	<input type="checkbox"/> \$1,608

Receive a 15% discount when signing up for 4 issues!

Back & Inside Cover Rates (Color Only):	1-3 Issues (Per Issue)	4 Issues
Inside front or Inside back*:	<input type="checkbox"/> \$910	<input type="checkbox"/> \$3,094
Back Cover*:	<input type="checkbox"/> \$1,079	<input type="checkbox"/> \$3,669

**Please confirm availability before purchasing these options.*

In addition to the Keystone Tap, advertising online is available!

Post your ad on the PRWA.COM homepage which receives 1,000+ hits a day! Ads will appear along the right side of the PRWA.COM website and link to your PRWA profile.

REGISTRATION/PAYMENT FORM

Please submit entire form or register online (WWW.PRWA.COM)

I would like you to run my ad in the following editions: Spring Summer Fall Winter

In conjunction with my print advertising, I would like to advertise online!

Per Issue - \$30 (as indicated above) 4 Issues - \$100

PRWA Member? Yes No (If no, please add \$374 for the cost of Associate Membership Dues).

Contact Name: _____

Phone: _____

Company: _____

E-Mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Amount Due:

Will another company/agency be submitting the artwork? Yes No

(please see reverse for details about ad deadlines)

If yes: Company: _____ Contact: _____ Email: _____

Payment: Check (Payable to PRWA) Invoice Me Charge: Am Ex Disc Visa MC

Card Number: _____ Exp. Date (mm/yy): _____ CVC: _____

Name on card(print): _____ Card Billing Zipcode: _____

Signature: _____

Email is inherently insecure. Credit card information should not be emailed or sent in an attachment.