

## **Spruce Creek Fly-In UPDATE Advertising Application**

Advertising application deadline is the 5<sup>th</sup> of the previous month.

**Please review Advertising Guidelines & Ad Specifications on the reverse side.**

Failure to follow all guidelines and specifications may result in your advertisement not being placed.

### **ADVERTISER INFORMATION – ALL FIELDS MUST BE LEGIBLY COMPLETED**

Business Name	
Contact Name	
Spruce Creek Fly-In Address	
Billing Address (if different)	
Phone #	Email

√ Size	Ad Sizes	Dimensions (w x h)	Cost per issue
	Advantage Card (Grayscale or B & W) *	3.25 X 1.75	\$40 (3-issue minimum)
	1/4 Page	4.417 X 3.5	\$115
	1/2 Page (horizontal)	6.75 X 4.75	\$200
	Full Page **	8.125 X 10.75	\$300
	Inside Covers **	8.125 X 10.75	\$350
	Back Cover **	8.125 X 10.75	\$410

\*Advantage Card ads **must run** for a minimum of 3 consecutive issues \*\* Review Full Page Specifications

Please √ each month the ad should run			
	January		July
	February		August
	March		September
	April		October
	May		November
	June		December

# of Months \_\_\_\_\_ x \$ \_\_\_\_\_ = \$ \_\_\_\_\_ total due

*I have reviewed the current Advertising Guidelines and Specifications for the UPDATE. Both my business and my ad meet all the requirements.*

\_\_\_\_\_  
Advertiser's Signature

\_\_\_\_\_  
Date

By the deadline, your application, payment in full and thumb drive (if ad is not emailed) must be received at the POA Office: 212-1 Cessna Blvd. There is a drop box on the side door if the office is closed.

Your ad may be emailed to: **update@scpoa.com**

#### **POA Use Only:**

Date Rec'd: \_\_\_\_\_

Rec'd By: \_\_\_\_\_

Payment Rec'd: Check # \_\_\_\_\_ Cash \_\_\_\_\_

Thumb Drive Included? Yes \_\_\_\_\_ No \_\_\_\_\_

Reviewed by UPDATE Committee: \_\_\_\_\_

Accepted: Yes \_\_\_\_\_ No \_\_\_\_\_

# UPDATE ADVERTISER GUIDELINES AND AD SPECIFICATIONS

## Guidelines for advertising in the UPDATE

- (a) An advertiser **must be** a resident of Spruce Creek Fly-In **OR** the business must be physically located within the community.
- (b) Any business located outside of Spruce Creek must be **owned and operated** by a resident.

## Submission Deadline

An ad must be submitted **on or before the 5<sup>th</sup> of the previous month** (i.e., for the March issue, the submission deadline is February 5<sup>th</sup>.) ***If the 5<sup>th</sup> falls on a weekend or a holiday, the deadline is the Friday before the 5<sup>th</sup>.*** Deadline extensions cannot be granted. Advertising space is limited and may fill prior to the deadline.

## Advertising Rules

### UPDATE CANNOT CREATE THE AD

The ad must be **“Camera Ready”**, exactly as you want it to look. Your ad file will be inserted “as is”.

## Ad Specifications

**Resolution: Minimum 300 dpi.** All elements including images must be a minimum of 300 dpi at print size. Only high-resolution files will be accepted. Most photos, graphics and artwork taken from the Internet are NOT high resolution and many are copyrighted and cannot be used.

**Color Options:** CMKY (not RGB) color mode; or black and white; or grayscale

**Format:** either of the following file formats will be accepted

*Preferred format* is **PDF(.pdf)** with fonts and graphics embedded; **JPEG (.jpg)** is also acceptable.

No Word or Publisher files

**Size:** The ad must be sized to the correct ad dimensions.

***If UPDATE's designer must modify your ad to meet specifications, you will be required to pay a \$50 design charge. There is no guarantee that incorrect ads can or will be corrected.***

## Ad Dimensions (Width x Height)

**Advantage Card:** 3.25 x 1.75

**¼ Page:** 4.417 x 3.5

**½ Page:** 6.75 x 4.75 (horizontal)

**Full Page:** 8.125 x 10.75; for a full page ad, the text, logos and other critical content should be a minimum of 1/4" inside the edge, 7.625 x 10.25; the bleed is 1/8 inch beyond the edge

## How To Submit Ads

**Preferred Method:** Email the digital ad file to **update@scpoa.com** and deliver the signed application form and payment to the POA office at 212 Cessna Blvd

**OR** deliver the ad on a **thumb-drive** (CDs not accepted) to the POA office at 212 Cessna Blvd. with the signed application and payment

## Payment Policy

**Full payment is required at time of ad submission.** Check is payable to: **Spruce Creek POA**  
Payment questions should be addressed to the POA - 212 Cessna Blvd. 386-760-5884

**Having Trouble? Contact us at least 5 days before the deadline; we will try to help you.**

Send **advertising questions** to the **UPDATE Advertising Manager** at **update@scpoa.com**

**UPDATE reserves the right to refuse ads not meeting residency, format, graphics or printing requirements or not consistent with the character of our community publication. We will not accept copyright protected material unless you are the copyright holder. Page placement is at the sole discretion of the UPDATE. Space reservations are not guaranteed, including requests for premium spaces. Prices, terms, deadlines, guidelines and specifications are subject to change without notice.**