

FOR YOUR RECORDS

Digital Advertising Requirements:

Digital Advertising File Submission: Acceptable formats for digital advertising: Must be submitted as EPS, TIF, PNG, JPG or high-resolution PDF (fonts embedded). Ads under 3MB can be emailed to Derrick Hinds (derrickh@rtdna.org). Files over 3MB may be emailed in compressed (zipped) form if the compressed file is under 3MB.

Program Book Advertising Requirements:

Full page ads need to be 8.75x11.25 (trim size 8.5x11). Half page ad size is 5.75x4.5.

All elements must be specified as CMYK. Please do not send pdf files created from Microsoft Word. All image files must be 300 DPI.

Artwork may be submitted in the following ways:

1. PDF Files:
 - Construct by printing a postscript files from the layout and distill the postscript using the Press Quality setting with Acrobat 4.0 (or higher). Compatibility is Acrobat Distiller. Make sure to embed all fonts. Using Distiller is the ideal method for creating PDFs.
2. Quark Xpress:
 - Save files as Quark EPS.
 - Open in Illustrator.
 - Select all and create outlines for all type.
 - Save as Illustrator EPS, making sure the resolution of all embedded images is 300 DPI.
 - Send Illustrator EPS only.
3. Adobe Photoshop CS:
 - Grayscale (if your add prints in black and white) with 300 DPI resolution.
 - For Line Art or text only: choose 200 DPI resolution.
 - Provide as a PSD or TIF (no low compression).
4. Adobe Illustrator CS:
 - Save as Illustrator EPS.
 - Create outlines for all text.
 - Embed all links, which must be hi-resolution images.

Program Book Advertising File Submission: Please submit acceptable format files to Kate Switchenkow (katies@rtdna.org).

Payment Policies and Requirements:

1. Payment for ad space is due in full with the completed application / insertion order. Ads will not run without up front payment in full.
2. All advertisers must make payment to RTDNA in U.S. currency. Payments in foreign currency are not accepted.
3. Rates are subject to change without notice.
4. Frequency discounts are only earned by written agreement in advance of the first issue's placement. A signed advertising agreement ensures the advertiser is billed the earned frequency rate based on current advertising rates.
5. Advertisers will be pro-rated if, within a 12-month period from the date of the first insertion, they have not earned the frequency to which they committed in their advertising agreement.
6. Advertisers are responsible for ensuring the accuracy of all advertising content. RTDNA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
7. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against RTDNA resulting from their advertising.
8. RTDNA reserves the right to change credit and payment terms as necessary without prior notice.
9. Requests for specific position are not guaranteed unless position premium has been selected in the advertising agreement.
10. Verbal advertising agreements are not recognized.

Cancellation Policy:

All cancellations must be made in writing. No cancellations will be accepted after the ad materials due date as specified in this media kit. After the ad materials due date, ads will be billed in full whether or not artwork has been submitted.