



2021-2022 MOWA Publication Dates, Deadlines & Criteria

Little Digger Issue

November/December 2021

April/May 2022

Ad Copy Due Date

October 8, 2021

February 21, 2022

Annual Directory

2022 Annual Directory

Ad Copy Due Date

December 30, 2021

Advertising Copy Criteria

- Ads may be printed as **1-color** (*black only*), **2-color** for the Annual Directory and/or Little Digger; or **4-color** (*CMYK*) for the Little Digger only (*4-color not available for Directory ads*).
- Artwork should be “press ready.” A fee of \$50 per hour will be billed if graphic design work is required.
- **Color ads** should be submitted as .pdf files and should be saved as “High Quality” or “Press Ready” with PMS 279 *specified as the spot color*. *Please embed all fonts and DO NOT subset fonts*. Please make sure images are not RGB or Index color: images should be in a CMYK format.
- **Black Ink only ads** may be submitted electronically as Windows formatted grayscale (not RGB, CMYK or Index), .pdf or .eps files. You may also want to place ads on an FTP site for us to retrieve.
- Send ads to mowaexec@gmail.com

Ad Dimensions:

Full Page Ads - 9.625” (h) x 7.5” (w)

1/2 Page Ads - 4.833” (h) x 7.5” (w)

1/4 Page Ads - 4.833” (h) x 3.6” (w)

1/8 Page Ads - 3.6” (h) x 2.2” (w)

<u>Ad Size</u>	<u>Newsletter</u> <i>Full Year (2 Issues)</i>	<u>Directory</u> <i>Annual</i>
Full Page	<input type="checkbox"/> \$872	<input type="checkbox"/> \$1,433
Full Page – Inside Cover	<input type="checkbox"/> \$1,046	<input type="checkbox"/> \$1,722
1/2 Page	<input type="checkbox"/> \$540	<input type="checkbox"/> \$ 677
1/2 Page – Back Cover	<input type="checkbox"/> \$700	<input type="checkbox"/> \$ 882
1/4 Page	<input type="checkbox"/> \$320	<input type="checkbox"/> \$ 404
1/8 Page	<input type="checkbox"/> \$210	<input type="checkbox"/> \$ 273

Combination Packages: A full year of advertising in both publications! Packages include 10% discount plus Annual Directory.

Little Digger + Annual Membership Directory Combo Packages

<u>Ad Size</u>	<u>Inside Pages</u>	<u>Inside Front/Back Cover</u>	<u>Outside Back Cover</u>
Full Page	<input type="checkbox"/> \$2,073	<input type="checkbox"/> \$2,491	
1/2 Page	<input type="checkbox"/> \$1,094	<input type="checkbox"/> \$1,423	<input type="checkbox"/> \$1,500
1/4 Page	<input type="checkbox"/> \$651		
1/8 Page	<input type="checkbox"/> \$434		

Due Date: Return form and payment by **October 8, 2021**, to advertise in MOWA's November 2021 Newsletter.

Pay online! You can pay online via our website by credit card!

Link: <https://mowa.memberclicks.net/little-digger-advertising>

Contact Name:	Organization:
Address:	City/State/Zip:
Phone:	Email:

Please charge my credit card in the amount of \$_____

A check in the amount of \$_____ is enclosed (payable to MOWA).

Name on Card: _____ Signature: _____

Card Number: _____ Exp. Date: ____/____ CVV: _____