



Historic Garden Week

FALL 2020 MAGAZINE & SPRING 2021 GUIDEBOOK ADVERTISING CONTRACT

Business Name _____ Business Contact _____

Address _____
(STREET) (CITY) (STATE) (ZIP)

Phone _____ E-mail _____ Website _____

SEND US YOUR CONTRACT BY OCTOBER 16, 2020 AND RECEIVE PLACEMENTS IN BOTH THE FALL 2020 MAGAZINE AND SPRING 2021 GUIDEBOOK. TWICE THE VISIBILITY FOR THE SAME PRICE.

(Please indicate your selection.)

- FULL PAGE** (5.25" w x 9" h)
\$2,000 or save \$60 by check (\$1,940)
- HALF HORIZONTAL PAGE** (5.25" w x 4.5" h)
\$1,275 for each or save \$30 by check (\$1,245)
- HALF VERTICAL PAGE** (2.5" w x 9" h)
\$1,275 for each or save \$30 by check (\$1,245)
- QUARTER VERTICAL PAGE** (2.5" w x 4.5" h)
\$500 or save \$15 by check (\$485)
- WEBSITE AD** (300 x 250 px)
\$250 or save \$50 by check (\$200)

(Please indicate your selection.)

- ONE PAYMENT** Total payment by October 16, 2020
- TWO EQUAL PAYMENTS** First half by October 16 and final payment by January 15, 2021.

(Payment by Check or Credit Card. Please indicate your selection.)

- PAY BY CHECK** Thank you for paying by check. We are passing along the cost savings of a processing fee to you. Please make sure your check reflects this discount.

Make checks payable to **Garden Club of Virginia**
 Send to: Garden Club of Virginia ATTN: Historic Garden Week
 12 East Franklin Street, Richmond, Virginia 23219

***PLEASE INCLUDE THE NAME AND SIZE OF THE ADVERTISEMENT IN THE CHECK MEMO SECTION**

- PAY BY CREDIT/DEBIT CARD**
 Unfortunately, there is a processing fee associated with a credit/debit charge, so we cannot offer the check discount. Please provide the email where the online invoice should be sent via Square. An email will be sent with a link to make payment online through Square with credit/debit card (AMEX, VISA, MC, Discover).

E-mail _____

**DEADLINE TO BE IN FALL MAGAZINE & SPRING BOOK:
 October 16, 2020**

**NEED MORE TIME? DEADLINE FOR SPRING BOOK:
 January 15, 2021**

Artwork, contract, & payment must be submitted in full or ad will not be published.

GENERAL INFORMATION

Although efforts will be made to accommodate the wishes of the advertiser, specific placement of an ad in the Magazine and Guidebook is not guaranteed. Ads that do not meet our requirements will be placed in the Magazine and Guidebook at the discretion of the Historic Garden Week office.

It is mutually agreed as follows: The HGW Magazine and Guidebook will not be released for publishing with any unpaid advertisements.

The advertiser will furnish high resolution artwork that follows the specifications on this contract. All art and copy will be subject to the Garden Club of Virginia's approval with respect to style and content. If the advertiser fails to deliver approved art or payment within the period specified, the GCV reserves the right to use previously submitted artwork from the advertiser, to create an ad using information from the advertiser's website or to refuse the ad. _____ Please initial here that you agree to the terms as listed in the above paragraph.

Signature _____

Date _____

Tour _____ HGW Advertising Chair Name _____

HGW Advertising Chair Phone Number _____ Email _____

Questions? Contact the Historic Garden Week office at **804-644-7776** or via email **advertising@vagardenweek.org**



Historic Garden Week

FALL 2020 MAGAZINE & SPRING 2021 GUIDEBOOK ADVERTISING GUIDELINES

ADS IN BOTH THE FALL 2020 MAGAZINE AND SPRING 2021 GUIDEBOOK WILL BE THE SAME SIZE. NO NEED TO RESIZE ARTWORK.

PLEASE SEND ALL AD MATERIALS TO

Terri Lowman, Administrative Coordinator

- Email: advertising@vagardenweek.org
- Phone: 804.644.7776
- Fax: 804.644.7778
- Address: 12 East Franklin Street, Richmond, VA 23219

SUBMISSION REQUIREMENTS

- All artwork, contracts and payments are due **October 16, 2020 to be in both and January 15, 2021 to be in Spring only.**
- Ads must be sized to correct dimensions of placement
- All edits must be done prior to submission

NOTE: FILE SIZE CANNOT EXCEED 10 MB

AD SIZES

| | |
|------------------------------|----------------|
| Full Page | 5.25"w x 9"h |
| Half Horizontal Page | 5.25"w x 4.5"h |
| Half Vertical Page | 2.5"w x 9"h |
| Quarter Vertical Page | 2.5"w x 4.5"h |
| Website Ad | 300 x 250 px |

DEADLINE TO BE IN FALL MAGAZINE & SPRING BOOK:

October 16, 2020

NEED MORE TIME? DEADLINE FOR SPRING BOOK:

January 15, 2021

PRINT AD REQUIREMENTS FOR THE HISTORIC GARDEN WEEK MAGAZINE AND GUIDEBOOK

FORMAT

- PDF (All printer's marks and color bars must be set outside of bleed)
- PDF file name must include business' name (ex. ABCinteriordesign_hgw.pdf)

NOTE: WE CANNOT ACCEPT MICROSOFT FILES OF ANY KIND (PUBLISHER, WORD, EXCEL, POWERPOINT, PROJECT, FRONTPAGE, ENTOURAGE, ETC.)

MINIMUM TEXT SIZES

- Solid color text: Minimum 7 pt. font size
- White text on black or color background: Minimum 9 pt. font size

COLOR

- CMYK. All photos and graphic colors in the ad must be converted to CMYK

NOTE: IF RGB, SPOT OR PANTONE COLORS ARE PROVIDED, THEY WILL NOT PRINT CORRECTLY.

RESOLUTION

- All images and logos must be at least 300 dpi at 100% size

NOTE: ADDING DPI TO AN IMAGE OR LOGO THAT IS BELOW 300 DPI WILL RESULT IN A BLURRED AND BITMAPPED IMAGE OR LOGO WHEN PRINTED

WEB AD REQUIREMENTS FOR VAGARDENWEEK.ORG

SUBMISSION REQUIREMENTS

300 x 250 pixels, 72 dpi, max size 40 KB, Indicate the URL for linking your ad, JPG, GIF or SWF files Accepted

Web ads received in October receive 12 months of exposure; those received in January will receive 8 months.



GARDEN CLUB
OF VIRGINIA
Centennial
1920-2020

GARDEN CLUB OF VIRGINIA AT 100

Questions? Call Terri Lowman at 804-644-7776 or via email advertising@vagardenweek.org