



GARDEN CLUB OF VIRGINIA

Historic Garden Week

ADVERTISING INSTRUCTIONS & GUIDELINES

PLEASE SEND ALL AD MATERIALS TO

Terri Lowman, Administrative Coordinator & Guidebook Advertising Manager

- Email: advertising@vagardenweek.org
- Phone: 804.644.7776 ext. 22
- Fax: 804.644.7778
- Address: 12 East Franklin Street, Richmond, VA 23219

SUBMISSION REQUIREMENTS

- All artwork, contracts and payments are due **October 18, 2021**.
- Ads must be sized to correct dimensions of ad 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: October 18, 2021

Artwork, contract, and payment must be submitted in full or ad will not be included in the Guidebook.

PRINT AD REQUIREMENTS FOR THE 2022 HISTORIC GARDEN WEEK 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 OR SPOT OR PANTONE COLORS ARE USED, THEY WILL NOT LOOK THE WAY YOU EXPECTED THEM.

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 BITMAPMED IMAGE OR LOGO WHEN PRINTED

WEB AD REQUIREMENTS FOR www.vagardenweek.org

SUBMISSION REQUIREMENTS

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

*Web ads are posted when the Guidebook is published.
The ads receive approximately 8 months of exposure.*

Questions? Call Terri Lowman at **804-644-7776 ext. 22** or via email advertising@vagardenweek.org



Historic Garden Week

2022 GUIDEBOOK ADVERTISING CONTRACT

Business Name _____ Business Contact _____

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

Phone _____ E-mail _____ Website _____

WHAT SIZE ADVERTISEMENT? *(Please Check One)*

- Full Page \$2,000 (5.25"w x 9"h)
- Half Horizontal Page \$1,275 (5.25"w x 4.5"h)
- Half Vertical Page \$1,275 (2.5"w x 9"h)
- Quarter Vertical Page \$500 (2.5"w x 4.5"h)
- Website Ad \$250 (300 x 250 px)

DEADLINE: October 18, 2021

Artwork, contract, and payment must be submitted in full or ad will not be included in the Guidebook.

PAYMENT METHOD *(Please Check One)*

Check

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**

Credit/Debit Card

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 _____

SUBMITTING/ARTWORK

Artwork must follow specifications: measurements, 300 dpi, print-ready PDF file. Historic Garden Week cannot edit an ad with the original design file (ex. InDesign file). Submit artwork via e-mail to advertising@vagardenweek.org. Artwork file must include business name (ex. ABCinteriordesign_hgw.pdf).

GENERAL INFORMATION

Although efforts will be made to accommodate the wishes of the advertiser, specific placement of an ad in the Guidebook is not guaranteed. Ads that do not meet our October 18, 2021 deadline for artwork including edits and payment will be placed in the Guidebook at the discretion of the Historic Garden Week office.

It is mutually agreed as follows: Full payment is due by October 18, 2021. The 2022 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 full payment within the period specified, the Garden Club of Virginia 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 have read and understood the above information and agree to the terms as listed in the above paragraph.

Signature: _____ Date: _____

Tour _____ HGW Advertising Chair Name _____

HGW Advertising Chair Phone Number _____

HGW Advertising Chair Email _____

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