



GARDEN CLUB OF VIRGINIA

# Historic Garden Week

## ADVERTISING INSTRUCTIONS & GUIDELINES

### PLEASE SEND ALL AD MATERIALS TO

**Terri Lowman**, Historic Garden Week Marketing & Program Coordinator

- Email: [terri@vagardenweek.org](mailto:terri@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 **September 29, 2023**.
- 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

<b>Full Page</b>	5.25"w x 9"h
<b>Half Horizontal Page</b>	5.25"w x 4.5"h
<b>Half Vertical Page</b>	2.5"w x 9"h
<b>Quarter Vertical Page</b>	2.5"w x 4.5"h
<b>Website Ad</b>	300 x 250 px

**DEADLINE: September 29, 2023**

*Ad contract, artwork, and payment must be submitted in full by the deadline for inclusion in the award winning Guidebook.*

## PRINT AD REQUIREMENTS FOR THE 2024 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 (4-COLOR) For optimal color, all advertisements must be sent in CMYK format.

**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 BITMAPPED IMAGE OR LOGO WHEN PRINTED**

## WEB AD REQUIREMENTS FOR [www.vagardenweek.org](http://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. January -July*

**Questions? Call Terri Lowman at 804-644-7776 ext. 22 or via email [advertising@vagardenweek.org](mailto:advertising@vagardenweek.org)**

## 2024 GUIDEBOOK ADVERTISING CONTRACT

### AWARD-WINNING PUBLICATION

RECOGNIZED BY THE PUBLIC RELATIONS SOCIETY OF AMERICA

Business Name \_\_\_\_\_ Business Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ (STREET) \_\_\_\_\_ (CITY) \_\_\_\_\_ (STATE) \_\_\_\_\_ (ZIP) \_\_\_\_\_  
E-mail \_\_\_\_\_ Website \_\_\_\_\_

#### WHAT SIZE ADVERTISEMENT?

- Full Page **\$2,300** (5.25"w x 9"h)
- Half Horizontal Page **\$1,450** (5.25"w x 4.5"h)
- Half Vertical Page **\$1,450** (2.5"w x 9"h)
- Quarter Vertical Page **\$575** (2.5"w x 4.5"h)
- Website Ad **\$300** (300 x 250 px)

**DEADLINE: September 29, 2023**

*Ad contract, artwork, and payment must be submitted in full by the deadline for inclusion in the award-winning Guidebook*

#### Guidebook advertisement requirements:

Advertising rates are based on advertisers providing camera-ready artwork - ready for press and needs no changes. Artwork must follow the specifications and measurements on our contract. Historic Garden Week can not edit an advertisement.

Ads should be submitted as a high-resolution PDF file and send to [advertising@vagardenweek.org](mailto:advertising@vagardenweek.org). Please include your business name and ad size on the filename. Example: `abcdesigncompany_full page ad`.

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 September 29, 2023 deadline for camera-ready artwork including full payment will be placed into the *Guidebook* at the discretion of the Historic Garden Week office.

*It is mutually agreed as follows: The 2024 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 \_\_\_\_\_ \*The Guidebook is organized by regions.

#### PAYMENT METHOD *(Please Check One)*

##### Check

Make checks payable to **Garden Club of Virginia**  
Send to: Garden Club of Virginia  
C/O Historic Garden Week Guidebook Advertising  
12 East Franklin Street, Richmond, Virginia 23219

\*Please include the name of your business and advertisement size in the memo section.

##### Credit/Debit Card

Please provide the email for invoicing. We use Square. Payment accepted: credit/debit card (AMEX, VISA, MC, Discover). Square fees are non-refundable.

E-mail: \_\_\_\_\_