

CONSULTANT'S CORNER

Advertising Rates (Effective June 1, 2006)

Issue Date	Reservation & Configuration Deadline	Copy In-House Deadline	First Appearance
Dec/Jan	October 31	November 5	December
Feb/March	December 31	January 5	February
April/May	February 28	March 5	April
June/July	April 30	May 5	June
Aug/Sep	June 30	July 5	August
Oct/Nov	August 31	September 5	October

RATES (Includes on-line advertising directory)

SIZE	1 time	2 times	4 times	6 times
3.25 x 2	\$150	\$140	\$130	\$120

(Rates shown are per insertion. In order to receive 2, 4, and 6 time rates, ads must be run in consecutive issues.)

CONFIGURATION POSSIBILITIES

3.25 inches wide by 2 inches high (slightly smaller than a standard business card). All ads will run in horizontal format only. If business cards are submitted as copy, we reserve the right to scale/modify the layout to fit our specifications as the ad size is slightly smaller than an actual business card.

COLOR

All ads to be run as black and white only. (Business cards and other art files submitted as color will be converted to grayscale.)

TERMS

Agency commission to advertising agencies approved by publisher only. No commission allowed on accounts more than 45 days old. All invoices due and payable when received. 1½ % interest per month charged on all invoices more than 30 days old.

FOR MORE INFORMATION

Closing The Gap • MaryAnn Harty, Advertising/Exhibit Manager • 526 Main St., P.O. Box 68 • Henderson, MN 56044
Phone: 507-248-3294 • Fax: 507-248-3810 • E-mail: mharty@closingthegap.com • Web site: www.closingthegap.com.

OUTPUT REPORT

Include Output Report containing: System used, any compression program used, application(s) including version number, file names, fonts and images used. All fonts and images listed on the report MUST be included in material sent to Closing The Gap.

– Sample Ad –

3.25 inches

→ Please keep the category short and direct. This is meant for the readers to quickly see what area your consulting covers.
*See example below of too much text.

SPECIALIZING IN TECHNOLOGY INTEGRATION FOR HIGH SCHOOL STUDENTS

↑ ↑ ↑

*Example of too much text – please keep it simple and direct.

Digital file specifications

Closing The Gap

NOTIFY US ON-LINE

After reserving your advertising space with Advertising Manager, MaryAnn Harty <mharty@closingthegap.com>, visit: <www.closingthegap.com/ctg2/Eadcopy/index.lasso> and complete a short form about your digital file. Guidelines for submitting your ad appear below. You may contact Designer, Tom Kolter, with any design-related questions or concerns you may have <tkolter@closingthegap.com>

SOFTWARE APPLICATIONS

Preferred: Adobe Illustrator CS or lower (fonts converted to outlines). Acceptable: Adobe InDesign, Adobe Photoshop (saved as EPS or TIFF). We DO NOT accept native QuarkXpress files. If you are using QuarkXpress, please save as EPS, then using Illustrator or FreeHand outline fonts. Check EPS file for shifting. Please do not submit native Quark files as we cannot work with them.

ART/IMAGES

Image formats: TIFF, EPS, Adobe Illustrator and InDesign files.

Include all placed images used in InDesign files.

Avoid hairline rules, minimum of .25 point recommended.

Images in application file should not be reduced/enlarged beyond 20% of original

Fonts: Postscript fonts - PC fonts will be replaced with a 'like' postscript font

NON-RETURNABLE SUPPLIED MEDIA

Submit files on non-returnable CD-ROM.

Label supplied media with: advertiser name, ad creator/contact person, telephone number and e-mail.

SENDING ELECTRONICALLY

If sending electronically, files must be collected, then compressed.

If under 3MB files may be e-mailed to tkolter@closingthegap.com.

Files larger than 3MB send via FTP (File Transfer Protocol).

Using your FTP software, enter the following information:

Host: closingthegap.net

UserID: guest

Password: (leave blank)

PROOFS

If submitting by mail, please enclose a hard copy printout of the ad. If submitting by e-mail or FTP, please attach a PDF for proofing purposes.

QUESTIONS

Contact Tom Kolter, 507-248-3294 or tkolter@closingthegap.com