

Advertising In 2002 Rio Villa Telephone Directory

Advertising Restrictions

We reserve the right to refuse copy that is known to be untruthful, offensive, illegal, or inappropriate for Rio Villa Subdivision.

Ad Specifications

Inside Front Cover,
Inside Back Cover, and
Back Cover 8¹/₂" X 5¹/₂" (bleed) Highest Bid (contact publisher)
Full Page 4³/₄" X 8" \$75.00
Half Page 4³/₄" X 4" \$40.00
Quarter Page... 4³/₄" X 2" \$25.00
All profits go to the general fund of Rio Villa Improvement Committee

Production

Copy Ads must be submitted as digital computer file (EPS, PDF, TIFF, Adobe PageMaker 7.0 or earlier, Adobe Illustrator 10 or earlier, or Macromedia Freehand 10 or earlier). All EPS files must have fonts converted to paths or curves, or must use PostScript Type 1 fonts for Macintosh and be included with file. All graphics or photo images must be included separately. Bitmapped images need pixel data equivalent to 300 dpi. Electronic media may be Zip cartridge or CD-ROM. Files may also be downloaded directly via e-mail to aaron@riovilla.net. **Ad design and composition is available for additional charge.**

Space Ads Must fit within purchased space allowing 1/8" white space margin on top and bottom. Ads will be arranged as close to alphabetical order, by company name, as possible.

Bleeds Not available except on inside covers.

Photographs All photographs must be digitized and saved in TIFF, EPS or Kodak Photo-CD formats. Scanning is available for additional charge.

Printing Printing is in one-color (black) on 70# white uncoated paper, except cover is printed on 10 pt C1S KromeKote in 4 color process on outside and black on the inside. Ads will be printed in black ink on yellow printed background. Finish size is 5¹/₂" x 8¹/₂". Anticipated number of pages is 32-36 plus cover.

Distribution Approximately 250 copies will be hand distributed to the residents of Rio Villa and any outside advertisers. Additional copies will be available to anyone for \$3.00 per copy. Directory issue date will remain current for at least one year.

How To Order Your Advertising Space

Ads must be paid for with submission of materials. Forms of payment include cash, checks, Visa or MasterCard. All sales and production are conducted by publisher: J Aaron Wendt, Quality Printing Company, 3308 Ella Blvd., Ste. L, Houston, TX 77018.