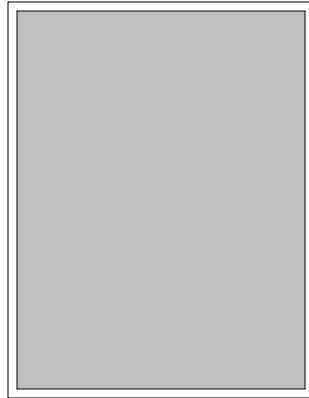


# Advertisement Sizes, Rates and Specifications

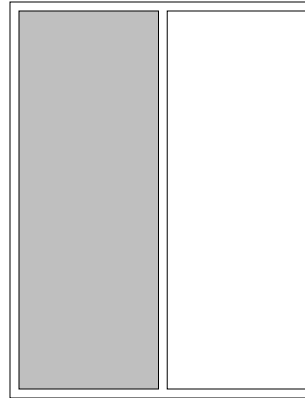
## Full Page

- 8" x 10.5" or
- 2400 x 3150 pixels



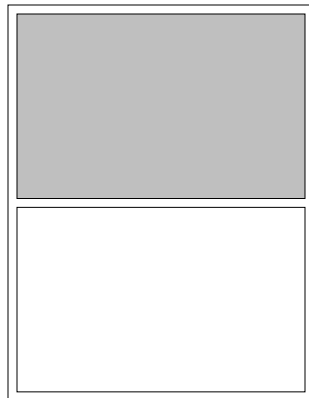
## 1/2 Page (tall)

- 3.875" x 10.5" or
- 1162 x 3150 pixels



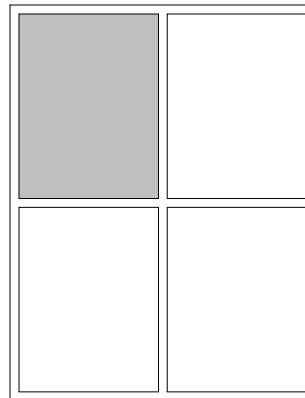
## 1/2 Page (wide)

- 8" x 5.125" or
- 2400 x 1538 pixels



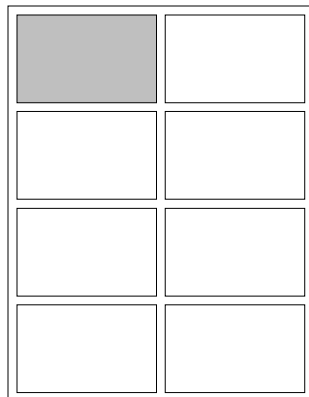
## 1/4 Page

- 3.875" x 5.125" or
- 1162 x 1538 pixels



## 1/8 Page

- 3.875" x 2.435" or
- 1162 x 730 pixels



## Acceptable Formats and Specifications

- Ad sizes shown are approximate. For best quality, please provide advertisements in Adobe Photoshop or Illustrator format (with all text converted to outlines). We can also accept the following bitmap formats at 300 pixels per inch resolution:
  - TIFF (preferred)
  - EPS (bitmapped or text converted to outlines)
  - JPEG (use provided pixel dimensions)
  - BMP (use provided pixel dimensions)

## Pricing

**1/8 Page - \$25**

**1/4 Page - \$50**

**1/2 Page - \$75**

**Full Page - \$100**

For more information on advertising in the SCA Entreprene**NEWS** or to submit an advertisement for consideration, please call John Valenzano at 281-536-6954 or email him at [johnv@hardlightmedia.com](mailto:johnv@hardlightmedia.com).

An additional layout charge will be assessed for conversion of Corel or other non-professional publishing software formats. Adherence to the above specifications will yield the best quality possible.

Additionally, we will scan in your existing ad or artwork on an as-scanned basis at the rate of \$10 per advertisement. Resizing and retouching services are available at an additional cost. Please send an email to [johnv@hardlightmedia.com](mailto:johnv@hardlightmedia.com) for details.