

TSA Paid Advertising Guidelines

Tours and workshops that members or non-members organize for profit may be promoted through paid advertisements with a disclaimer that TSA does not endorse advertised tours; application form with lower rates for members. Note, the newsletter is first distributed to 700 members and after 6 months it is open to the general public to view via the TSA website. Deadlines for submissions of advertisements to the TSA newsletter are:

Spring	March 1 st
Fall	Oct 1 st

The paid advertisements will be sent forward to the TSA Publications Committee Chair at advertising@textilesociety.org.

Once the advertisement has been received and approved the Executive Director will send an invoice with a link to pay online.

Sizes and Prices

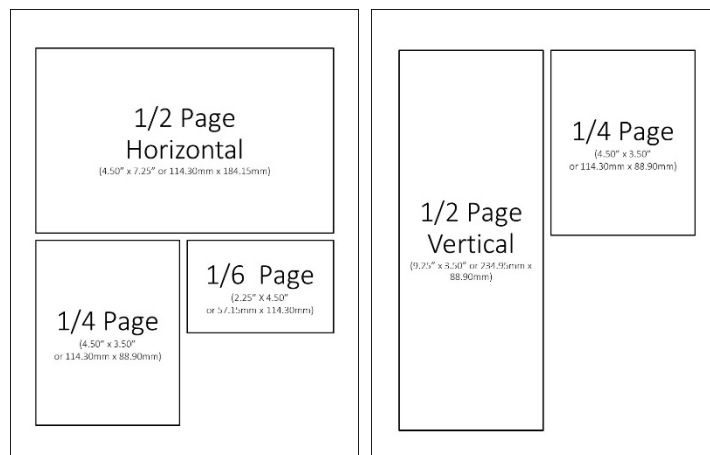
Color Ads	Price per Run (Non-Member)	Price per Run (Member)
Full Page	\$400.00	\$260.00
1/2 page	\$175.00	\$115.00
1/4 page	\$100.00	\$65.00
1/6 page	\$75.00	\$50.00

Specifications

Ad Size	Inches Height x Width	Ad Size	mm Height x Width
Full page	9.25 x 7.25	Full page	234.95 x 184.50
1/2 page horizontal	4.50 x 7.25	1/2 page horizontal	114.30 x 184.15
1/2 page vertical	9.25 x 3.50	1/2 page vertical	234.95 x 88.90
1/4 page	4.50 x 3.50	1/4 page	114.30 x 88.90
1/6 page horizontal	2.25 X 4.50	1/6 page horizontal	57.15 x 114.30

Note:

- Bleeds - Full page ads only = 10.50 x 8.50 [bleed size equals 10.25 x 8.25 PLUS 1/8" (.125) all around.].
- Bleeds - Full page ads only = 266.70 x 215.90 [bleed size equals 260.35 x 209.55 PLUS .3.175) all around.].



Electronic Ad File Specifications for the TSA Newsletter

Ads must be camera-ready and may be either color or black & white. Color ads will appear full color in the digital (PDF) version of the newsletter. We accept the following:

- JPEG or PDF files only
- High Resolution: 300dpi to size
- Allow 1/8" bleed on your full-page image
- Royalty-free graphics only

Advertiser will be notified to make adjustment if files do not meet the requirements.

TSA Advertising Agreement

Tours and workshops that members or non-members organize for profit may be promoted through paid advertisements with a disclaimer that TSA does not endorse advertised tours; application form with lower rates for members (member benefit). Note, the newsletter is first distributed to 700 members and after 6 months it is open to the general public to view via the TSA website. Deadlines for submissions of advertisements to the TSA newsletter are:

Spring	March 1 st
Fall	Oct 1 st

Payment terms: Once the advertisement has been received and approved the Executive Director will send an invoice with a link to pay online.

Email materials to: advertising@textilesociety.org.

Ad Size.....Publication/Term/Issue(s).....
Rate Start Date.....
Company name
Company Address.....
Billing address
Telephone
Email.....
Contact Person.....

Advertiser Authorized SignatureDate

Publications Chair TSADate

Email ads to advertising@textilesociety.org.