



MidSouth Aquatic Plant Management Society

Newsletter Advertising Policy and Specifications

Advertising Rates

Full Page	\$400.00 per year
Half Page	\$200.00 per year
1/4 Page	\$100.00 per year
Business Card	\$50.00 per year

BLEEDS - Newsletters are published electronically and utilize a 0.5 inch margin on all sides. A footer is also utilized. Bleeds can be utilized on full page ads.

BILLING - all payments are to be made to MSAPMS. Invoices available upon request. *Payment is due 30 days prior to the first ad being run.*

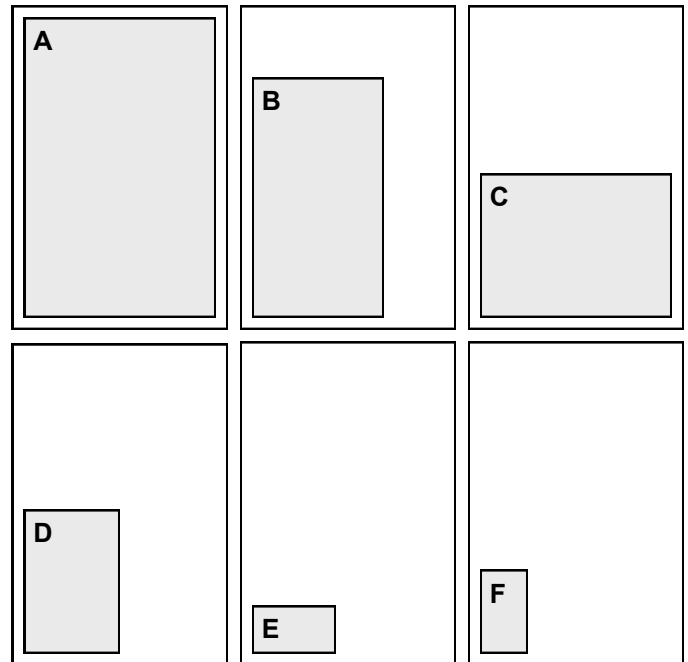
High resolution color advertisements preferred

Advertising Specifications

- Please provide ads in a digital format.
- Please send files via email to the editor.
- Preferred format is a high resolution image file (JPG,TIF) or PDF.
- Please build the document to the correct size.
- Ads can be full color or black and white.
- Ads can not contain product or service pricing of any kind.

AD Dimensions

A. Full page, non bleed	7.5" x 9.5"
Full page, bleed	8.5" x 11"
B. Half page (vertical) Not a preferred orientation	4.7" x 6.75"
C. Half page (horizontal)	7.5" x 4.75"
D. 1/4 page	3.5" x 4.5"
E. Business Card (vertical)	2" x 3.45"
F. Business Card (horizontal)	3.45" x 2"



Publication Schedule

Ads Due	Publication
December 1	January-April
April 1	May-August
August 1	September-December

Send Ads to:

Adam Charlton
 Aquatic Control
 505 Assembly Drive, Suite 108
 Elizabethtown, KY 42701

AdamC@aquaticcontrol.com