



**OFFICIAL PUBLICATION OF THE
SQUARE DANCE FEDERATION OF MINNESOTA, INC**

Advertising Information

Last update: May 2017

Advertising

Guidelines for Preparation of Ads

- Read and understand the terms of the contract.
- No ads will be created by the advertising managers.
- Send exact size. If ad copy size must be changed, unwanted distortions may be encountered
- Do not use a border. [Editor will add the border when placing the ad]
- It is best to use black and white pictures. Color pictures may lose contrast when printed.
- Remember, your ad in The ROUNDUP will only be as good as the submitted copy. Furnish good, clear copy for best reproduction. If you use a "master copy" for your ads, be very cautious of making copies of copies. A copy is never as good as the original.
- Try not to use every available space on the ad. Too much information crammed into an ad is messy and hard to read.
- Be sure to check your spelling.
- **When emailing to the advertising manager, please send as a .PDF, .JPG, or .TIF file.** Do not embed in HTML or your email.
- **Send ads to the advertising manager, NOT to the editor, open dance listings editor, or anyone else.** The name, address, email and phone number are printed on the second page of The ROUNDUP.
- When mailing, **do not fold through your ad.** Use an envelope large enough for the ad to lie flat. Large envelopes may require additional postage.
- For ads that are not prepaid, send ad and payment together, if possible. Discounted rates only apply to contracts **paid in full at the start of the contract.**
- The deadline for ads to be in the hands of the advertising manager is the 25th of the month, two months prior to the month of the issue in which the ad will appear; i.e., February 25 for the April issue. Ads received after the deadline may be too late for printing. Please note:

Deadline for submissions for May/June issue is March 25.

Deadline for submissions for July/August is May 25.

- Full payment of an entire contract in advance is appreciated for planning purposes.
- There may be a \$2 service charge each time an ad is billed.
- Ads need not be for consecutive months, but they must be during the contract period.

Advertising

Contract Rates – Camera –Ready or .tif files

Effective June 2017

Copy Size in inches

Size	Height	Width
Full page	7 1/2	4 1/2
1/2 page horizontal	3 3/4	4 1/2
1/2 page vertical	7 1/2	2 1/4
1/4 page horizontal	1 7/8	4 1/2
1/4 page vertical	3 3/4	2 1/4
1/6 page horizontal	1 3/4	4 1/2
1/6 page vertical	2 1/2	2 1/4

Rates				
	1 iss	4 iss	9 iss	10 iss
Full Page	\$66	\$208	\$396	\$407
Half Page	\$44	\$136	\$ 252	\$275
Qtr Page	\$29	\$92	\$ 180	\$176
Sixth Page	\$20	\$64	\$126	\$121

NOTE: There will be a \$2 service charge for each billing. Prepayment of contracts **saves you money**

Send Contract and payment to: The ROUNDUP Advertising Manager as listed on page two of The ROUNDUP

Advertising Contract

The ROUNDUP use only	
Organization	
Effective Contract Date	- -
Expiration Date	

_____ (fill in year)

Ads need not be consecutive months but they must be during the contract period.

Fill out and sign this contract. Keep a copy for your records. Please use the billing record below to keep track of your payments. Send the original and payment to the Advertising Manager as listed on page two of The ROUNDUP.

Date _____

Please insert my advertisement in The ROUNDUP commencing with the _____ (month/year) issue to occupy _____ (size) page for _____ (number) months.

Name of the club, caller, and/or shop _____

Contact Name: _____

Person (s) responsible for ad preparation:

Address: _____

Name: _____

City, State, Zip: _____

Address: _____

Phone/email: _____

City, State, Zip _____

Phone/email:: _____

Club Treasurer/Send bill to: _____

Address: _____

City, State, Zip: _____

Phone/email: _____

Authorized Signature _____

Date	Month of Ad	Sz	Billing Date	Check #	Debit	Credit	Balance	Remarks

Advertising Contract for Club News, Dance Listing, Lessons and Special Events Listing

One of the functions of The ROUNDUP is to promote square and round dancing across our regional area. Club news and dance listings for non-federation clubs can be published in The ROUNDUP per the following publication guidelines.

Note: The following has been approved by The ROUNDUP governing board: non-federation clubs with an active annual advertising contract with The ROUNDUP can submit their club news, open dance listings, special events or lessons at no additional cost. This means that for these clubs that are currently advertising with The ROUNDUP, you can submit your club dancing listings and news to the appropriate email address.

If a non-federation club without an active annual advertising contract would like to publish their club news, open dance listings, special events or lessons in The ROUNDUP, the cost would be \$30 per calendar year. See attached contract.

- Club news should be sent to clubnews@theroundupmn.com
- Dance listings, special events and lessons should be sent to dancelisting@theroundupmn.com.

See the guidelines for submission on The ROUNDUP website or request them from the Editor.

If you have any questions, please feel free to contact the Advertising Editor or the Editor.

The ROUNDUP
Dance Listings/Club News Contract

Send completed form to the Advertising Editor listed on page two of The ROUNDUP by 25th of the month prior to the publication [i.e. November 25 your dance listing would be included in the January issue.] Keep a copy for your records. If received after the deadline your information will be included in the next possible issue.

Cost: \$30.00 for one year, which includes dance listing, club news, on-line calendar via The ROUNDUP website, and App for the android/iPhone. Please submit payment with contract.

- Club news should be sent to clubnews@theroundupmn.com.
- Dance listings, special events and/or lessons should be sent to dancelisting@theroundupmn.com.

Please complete the following information.

Please insert dance listings/clubs news in The ROUNDUP commencing with the _____ (month/year) issue.

Name of the club: _____

Club President: _____

Club Treasurer: _____

Address: _____

Address: _____

City, State, Zip: _____

City, State, Zip: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Person (s) responsible for club news:

Person (s) responsible for dance listing:

Name: _____

Name: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Authorized Signature: _____

Date _____