

The Guardian
AD DESIGN SPECIFICATIONS

Thank you for your interest in advertising in the Seattle Police Officers' Guild (SPOG) monthly newspaper, *The Guardian*. With a circulation of almost 3000, *The Guardian* is a union newspaper dedicated to promoting the current issues and concerns affecting Seattle Police Officers. SPOG has a small staff (two people) that manages all administrative and business affairs of the union. Due to limited staff time and in order to preserve the quality of the newspaper, the following ad specifications must be adhered to and will be strictly enforced:

Ad Format Requirements

- The ad **MUST** be made in a layout or illustration program such as *Illustrator*, *InDesign* or *Pagemaker*, **not in Photoshop or Word**.
- All ads must be submitted in **grayscale** (*not black and white*), **PDF format**.
 - To check for grayscale, do the following: Open your ad in Adobe Acrobat; In the top line, click on *advance*; select *separation preview* from the drop-down menu; this will open a box which lists four colors (Process Cyan, Process Magenta, Process Yellow and Process Black); select the box next to Process Black; when selected, **the entire ad should disappear if it is in grayscale**. If it only lightens or does not change, then the ad is *not* correctly formatted in grayscale.
- Ads must be sized to the exact specification of the desired ad (see ad rate sheet for sizes and prices). We will not resize your ad for you.
- The ad must be converted from this layout/illustration program to a PDF in Press Quality (a lesser quality PDF will not be accepted).
- Ads and/or revised ads must be submitted by the **15th of the month** prior to the month of advertising (ex. ads for March are due by February 15th).
- If you are adding blue to your ad (you must first consult with the *Guardian Layout Coordinator* to check for space). The exact color to be used is **Reflex Blue CVU**. No other shade will be accepted.
- SPOG does allow inserts to be added to *The Guardian*. If you are interested in having an insert in *The Guardian* please contact SPOG. The requirements are different with inserts and include:
 - Inserts can be black and white or color, and may be on any color of paper
 - SPOG must be notified by the 1st of the month prior to the month you want the insert to be included (ie. If you want the insert in the March *Guardian*, you must alert SPOG by the 1st of February).
 - You must print your own inserts and deliver 3000 of them to the SPOG office by the 20th of the month prior to the month the insert will appear (ie. March *Guardian*, inserts must be to SPOG by the 20th of February)
 - You must submit an electronic version of the insert to SPOG by the 15th of the month prior, for approval. Please do not print your inserts until you receive SPOG's approval.
 - Full sheets (8x10) inserts are preferred. If you chose to do a different sized insert, there may be additional costs if the publisher runs into issues doing the insertion (additional costs will be added to your bill).

SPOG Policies

- SPOG will allow advertisers to submit ***one ad file*** for verification of meeting the required specifications. If the ad is formatted incorrectly, SPOG will allow *one additional attempt* at correcting the ad for free. If after the second submission the ad is still incorrectly formatted, you must contract with our graphics designer, Melody Bostad of One Eye Designs to have her design the ad to meet the above specifications. Melody Bostad is a freelance designer and has reasonable rates. She will bill you separately for her services.
- If you submit the ad a second time and the specifications have not been met or if you choose not to use One Eye Designs, your ad may not run in *The Guardian*.
- Due to U.S.P.S. regulations for nonprofit organizations, *The Guardian* cannot advertise businesses associated with travel agencies, the insurance industry, or financial products.
- Invoices are sent via e-mail on a monthly basis. Please contact us if you prefer your invoice to be sent via U.S. mail.
- *The Guardian* is a private newspaper and reserves the right to discontinue or refuse business at any time.

Contact Information:

Sarah Scott, *Guardian* Layout Coordinator and Advertising Manager

(For technical issues, billing questions, contract issues)

sscott@seattlepoliceguild.org

Melody Bostad, *One Eye Designs*

(Professional Graphic Arts Designer contracted with SPOG for ad design)

melody@oneeyedesigns.com

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