



Introducing Our **All New** 2017 Resource Guide & Calendar

Beginning in the Fall of 2016, this newly designed, valuable resource booklet will be in the homes and offices of 1000's of active community members throughout the region!

The NEW 2017 Resource Guide & Calendar Features:

- 80+ **Full-Color** Pages
- Wire-O Binding for Easy Use & Page Reference
- Local & State Citizenship Resources
- 2017 Calendar with Local Event Dates

First Come - First Serve Ads Location Guaranteed

- Full Page Back Cover** - \$350
The Premier Position!
- Full Page Back Inside** - \$300
- Full Page Front Inside** - \$300
- Full Page First Interior** - \$300
- Sponsor a Month** - \$75
Your logo, contact details / message in the free squares of a month!
- Calendar Squares** - \$25/day
Commemorate a birthday or special event on the calendar!

Interior Ads Location Not Guaranteed

- Full Page** - \$275
- ½ Page** - \$150
- ¼ Page** - \$75
- Coupon** - \$50
- Supporter Listing** - \$10
With your choice of...
 - ... Name
 - ... In Honor of
 - ... In Memory of

Add-On to Any Advertisement

- For an additional \$25**, benefit from a **Promotional Ad** on the Monroe County Democratic website (MonroePAdems.com) for **1 year**.

Final Deadline for Camera Ready Ads: Friday, August 12th
LOGO / TEXT ADS TO BE SET BY MCD DUE NO LATER THAN FRIDAY AUGUST 5th

2017 Resource Guide & Calendar | Advertising Order Form

Name/Business Name _____

Address _____

Phone _____ Email _____

MCD Volunteer _____ Paid: Check # _____ Cash Will Send

PAYMENT

Please provide cash or personal check made payable to MCD.

Cash totaling more than \$50 and corporate checks CANNOT be accepted.

AD SIZES

Full - 5.125"w * 8.5"h | ½ - 5.125"w * 4.15"h | ¼ - 2.485"w * 4.175"h | Coupon - 2.485"w * 2"h

ARTWORK REQUIREMENTS

Send all art, logo(s), and ad information to: ads@monroePAdems.com

PRINT ADS: This year's guide is BRAND NEW and uses new ad sizes in full-color. Please take advantage of the added impact! Double check the size requirements for your ad and email your camera ready art – or – text and hi-res digital logo before August 5th, 2016.

Required Format for **PRINT** Ads: .ai, .eps, .pdf, .png, or .jpg | 300 dpi | CMYK

WEB ADS: Maximum / Best size is 200px wide x 200px tall. For best results, be sure your ad is legible at this size without squinting - easily recognizable ads are more likely to be clicked!

Required Format for **WEB** Ads: .png or .jpg | 72 dpi Minimum | RGB

Send your inquiries to: calendar@monroePAdems.com

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