



2012 Directory Advertising

Early-Bird Rates Expires Monday, January 9th at 5:00pm!

All paid members as of January 26th will have a free directory listing. **Member listings will agree to the website directory as provided by the webmaster as of that date so *check your listing!***

KEY DATES:

Last date to purchase ads & submit artwork: January 20th. **Distribution date:** February 21st meeting.

TO ORDER:

1. **CIRCLE** the price of the desired ad size & type (b/w or color). One ad per form.
2. **PAY ONLINE** via PayPal. Go to www.pinecrestbusiness.com. **OR**
MAIL your **check** payable to the **Pinecrest Business Association** to Minuteman Press.
3. **COMPLETE this form** and send to Minuteman Press, along with your ad and payment.

Remember: No payment, no ad!

Circle One*

* **REQUIRED**

Ad Size	Early-Bird Rates		Sleeping-Dog Rates	
	B/W	Color	B/W	Color
Full Page	\$175	\$250	\$210	\$300
Half Page	100	150	120	180
Quarter Page	75	100	90	120
Eighth Page (BC)	50	75	60	90

Cover ads will be auctioned at the January 17th meeting.

Check One:* Exact Repeat 2011 Repeat 2011 with Changes New Copy

Contact Name*: _____

Chk #*: _____ **Date*:** _____

Company Name*: _____

Art Submitted on (date)*: _____

Address: _____

Format*: _____

Telephone: _____ **Fax:** _____

Comments: _____

Email*: _____

Important: All Checks and a Hardcopy of Your Ad, if not an Exact Repeat of 2011 Must Be Submitted Together With This Form To: **Minuteman Press, 8850 SW 129 Terrace, Miami, FL 33176**

Verbal orders will NOT be accepted!



2012 Directory Advertising Frequently Asked Questions

1. Why are the rates going up on January 10th?

- We want to encourage you to get your ad in on time so that the directory can be delivered on time without incurring added expense to meet our delivery date.

2. How do I place my ad online?

- Go to www.pinecrestbusiness.com/advertising.asp
- Download and complete the form to give us the details of your ad purchase.
- Use PayPal to pay online or drop your check in the mail.

3. What file formats are accepted?

- PDF / TIFF / EPS
- Adobe Illustrator, Photoshop, Indesign, MS Publisher

4. What is the minimum resolution required:

- 300 dpi

5. What are the dimensions of the ads?

- Full: 7.75 x 10.25
- Half: 7.75 x 5.125
- Quarter: 3.875 x 5.125
- Eighth (business card) 3.5 x 2.0

6. I don't have an ad. Can you create one for me?

- The advertising rates are for placement only. Our printer, Minuteman Press, has graphic designers who can create your ad for a reasonable additional charge. Alternatively, you may contact your own graphics person.

7. I want to use the same ad as 2011 but I need to make some changes. What do I do?

- Just mark the appropriate box on the ad form and send it to Minuteman Press. If possible, mark the changes on the ad and send it to Minuteman Press. Minor changes will not incur an art fee but anything else will be subject to an additional charge which is your responsibility. Minuteman Press will provide an estimate prior to incurring any additional cost.

8. I told the printer that my information changed / my ad repeats, etc. so I'm all set, right?

- **Wrong! Verbal orders for ads or directory listing changes will not be accepted. You must submit your ad order in writing using the provided form.**

9. Okay but what about my contact information update?

- Go to www.pinecrestbusiness.com and use the update profile link to request the change. Our web guru, Carol Simicich of Artrege.com, will make sure the changes are made to the database.
- Submit your changes by 5:00pm, Thursday, January 26th at which time the database will be locked for printing.
- Check the website again 24 hours later to be sure the changes were made properly so it would be best to check your information now.

10. Where do I submit my artwork?

- Email printing@mmpfalls.com or use the "Send a File" link on www.mmpfalls.com.

11. I still have more questions. How can I get answers?

- Email printing@mmpfalls.com.

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