2017
The Electrical Association of Philadelphia
Membership Directory
Advertising Information

Enclosed please find the 2017 Electrical Association of Philadelphia Membership Directory membership profile and advertising forms.

Please review the enclosed information <u>carefully</u>, as it is the information that will appear in the Membership Directory.

1. <u>Member</u> <u>Profile</u> – Assure that your colleagues and potential customers have your current contact information.

    Please note that the member information listed in the Directory will be: Company name, address, phone, fax number, member name, email addresses, and web address.

    Please make any necessary changes **OR** indicate whether the membership profile is correct, and fax back immediately to (610) 825-1603 or scan to mair@eap.org.

2. **<u>Advertising</u> <u>Form</u>** – Spotlight your company and reach targeted industry colleagues by advertising in the 2017 Electrical Association of Philadelphia Membership Directory. Unlike traditional advertising, your directory ad will have an extended life, as it remains at the fingertips of industry leaders. Due Date for forms – Friday, April 28, 2017.

3. **Note: We do not sell our Directory or listings of any member companies.**

    An ad in the Directory is the way to make your company truly <u>stand</u> <u>out</u>!

If you have any questions regarding this year's Directory, please contact Mair at
(610) 825-1600, ext. 12, or email mair@eap.org.

ADVERTISE NOW!

The Electrical Association of Philadelphia
2017 Membership Directory
Advertising Guidelines
All information is due Friday, April 28, 2017

Ads for the 2017 Membership Directory will be printed in black and white. To ensure a quality reproduction of your ad, **please forward all files in black and white format. For inside and outside cover only, please forward "cmyk color ad".**

Electronic File Specifications
Sending Files: Copy may be submitted on CD, Thumb Drive, or emailed to mair@eap.org. Copies sent for output should be backup copies containing all files necessary for output. Please include a printout to ensure accuracy when mailing.

Preferred format in order of preference:

- Press Ready PDF files with all fonts embedded with a copy of the ad included.
- MAC native files with all fonts and links included, to size, with a copy of the ad included.
- PC based files must be converted to Press Ready PDF files with all fonts embedded with a copy of the ad included.
- Most business cards can be accepted; however, we do recommend black and white artwork for better quality in the finished ad. Multi color cards will reproduce in grey scale and may present production issues.
- No bleeds (except for back cover)

Graphics: Please include a copy of each graphic with your project. To get quality results from your graphic files, please make sure all graphics are at least 300* dpi at the size that they are intended to be printed. Graphics pulled from or intended for the Internet (GIFs) are low resolution and do not reproduce well when printed. EPS and TIF files are preferred. Please convert text in EPS files to outlines. Acrobat PDF files with all fonts and graphics embedded with Distiller options set for press at 300 dpi are also excellent files to send. (*Note: line art needs to be scanned at a much higher resolution than color or grayscale to prevent jagged edges.)

Fonts: All fonts used in your document must be included with your files. Even common and classic fonts can vary from vendor to vendor and there are differences between True Type and Type 1. Send both screen fonts and printer fonts for Postscript fonts (Type 1 fonts). Also send fonts that are used in EPS files.

Please Note The Required Page Set-Up:

Inside and back and front cover ads **must be "portrait" 8 ½" x 11" color with full bleed** –

All Full page ads **must be "portrait" 7 ½" x 10" B&W no bleed** –

All Half page ads **must be "landscape" 7" x 5" B&W no bleed** –

All Quarter page ads **must be "portrait" 3 ½" x 5" B&W no bleed** –

All Business Card ads **must be "portrait" 3 ½" x 2" B&W no bleed** –

Ads not meeting the required page set up may be reduced in size to fit your requested ad size format.

Hard Copies Specifications

- We are **unable** to accept faxes or material that has been photocopied.
- We can accept business cards that can be easily scanned.
- **DO NOT STAPLE OR FOLD YOUR MATERIALS.**
- **WE CAN NOT USE LAST YEAR'S COPY.**

The Electrical Association of Philadelphia
2017 Membership Directory
Advertising Form

**For best results, please use the EAP Advertising Guidelines on the reverse side of this form.
(All ads are in black and white unless otherwise noted).   Due Date: April 28, 2017.**

❑ Business Card
3 ½" x 2" ………………..$200

❑ Quarter Page
3 ½" x 5" ……………...$300

❑ ~~Inside Front Cover-**Color**~~
8 ½" x 11" ……………...$1,400

❑ ~~Inside Back Cover-**Color**~~
8 ½" x 11" ………………..$1,300

❑ Half Page
7 ¼ " x 5 "…………………$550

❑ Full Page-**Color**
7 ¼" x 10" ………………...$1,000

❑ ~~Outside Back Cover-**Color**~~
8 ½" x 11" ………………..$1,500

Please Note The Required Page Set-Up:

All business card and half page ads **must be "landscape"** –

All quarter and full page ads **must be "portrait"** –

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____   **Email:** _____

Payment:

❑ Check # _____ enclosed.   ❑ Please Invoice

❑ Credit Card # _____ (All credit cards accepted.)

Expiration Date: _____

Name on Card: _____   Signature: _____

Please be sure to enclose your camera-ready advertisement, conforming to the advertising guidelines listed on the reverse side of this form. Sorry, mechanicals and artwork cannot be returned unless requested in writing with this contract. Also note that each company is responsible for what is sent and how it is sent. We CANNOT accept faxed copies of artwork for scanning!

Please mail or scan form to: **The Electrical Association of Philadelphia,** 527 Plymouth Road, Suite 408 Plymouth Meeting, PA 19462-1641; (610) 825-1603 – Fax; c/o Mair Malfara - Email: mair@eap.org (610) 825-1600, ext. 12.