



2020 *INSIGHT* AD RESERVATION

Advertiser:		Date:
Contact Name:		
Address:		
City:	State:	Zip:
Phone:		Email:

Please indicate the issue(s) in which you plan to advertise.

Issue	Full Page	1/2 Page	1/4 Page
2020 Winter			
2020 Spring / Summer			
2020 Fall			

Associate Members who receive 1 complimentary ad:

- Platinum: 1 Full Page Ad
- Gold: 1 Half Page Ad
- Silver: 1 Quarter Page Ad

Instructions	
Repeat material from last issues:	New Material: enclosed will send
Special Instructions:	
Signature:	Date:



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2020 Advertising Policies

Publishing Schedule. *Insight* Magazine is published quarterly and reaches all Hardee's franchisees throughout the United States. It is printed in 4-color process. All ads must be confirmed by a signed Advertising Reservation Form (above). Placement of ads in the newsletter will be at the discretion of *Insight* publishers.

Premium Advertising Locations - Inside Front/Back Cover (1/2 page only) and Outside Back Cover may be purchased for an additional fee. This location will be assigned on a first-come, first-serve basis.

2020 Publication Calendar

<u>Issue</u>	<u>Material Deadline</u>	<u>Distribution Date</u>
2020 Winter	February 8, 2020	March 2020
2020 Spring	May 8, 2020	June 2020
2020 Fall	October 8, 2020	November 2020

Production Requirements. **The preferred file format for an ad submitted to *INSIGHT* is a high resolution PDF file.**

Files may also be created and submitted in either Adobe Illustrator or Photoshop. See below for specific details.

Adobe Illustrator CC or older. Convert all fonts to outline. Include any linked images. Linked images should be CMYK 300 dpi. Save file as an .ai, .eps or .pdf.

Adobe Photoshop: Save files as CMYK in either a .psd, .tif, .jpg or .pdf file format. (No RGB images PLEASE.) File resolution should be 300 dpi.

PLEASE NOTE: PC fonts are not compatible with a MAC Platform. If ads are submitted using PC fonts that have not converted to outline, we can not guarantee font match to the original.

Should files require labor to make print-ready additional charges will apply.

W x H
8.5" x 11"

Add 1/8" to all sides
for bleed ads.

Live Area 7.5" x 10".
All type & graphics should
fall within 1/2" inside
the outer edge of page.

Full Page

\$750

W x H
7.25" x 4.875"



One-half Page

\$475

W x H
2.57" x 4.625"



One-fourth Page

\$350

Questions?

IHFA Central Office

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