

Buyer's Guide Advertisement Order Form

The Buyer's Guide for the Kentucky Shoe Buying Mart is published as a 300 dots per inch black and white photocopy. It is printed on 11" x 17" paper and folded to 8 1/2" x 11" in a vertical newsletter format. The printable area is 7 1/2" x 10". The largest ad size that we accept is a half page ad. This is the same size as a full page ad in the booklet sized Buyer's Guide that we used to print.

DIRECTIONS: Please fill out and return 1) **this form** with your 2) **Application**, 3) **Exhibitor Listing** (For Buyer's Guide) to KSTA, 6201 Sharon Road, Charlotte, NC 28210. Please include the artwork for your ad when you return these forms, if possible. **DO NOT** fold or staple the artwork or business cards.

All ad copy will be scanned on a computer, when possible. Commercial halftone ad provided by your company will be pasted up on the original that we submit to the printer, but the copy process itself is a 300 d.p.i. digital copy, so some quality loss is to be expected.

DIGITAL ART

We can accept ad copy in digital format with the following conditions: 1) They must be scanned at 100% size. 2) They must be sent in a format that we can use (.TIF, .BMP, .JPG, .EFX, or other common Windows formats and **MUST** use Windows legal filenames). 3) They must be clean copies that we can use. 4) They may not exceed 1 MB in size. 5) For copy using halftones they must be scanned at 600 d.p.i. 6) Line art must be scanned at 300 d.p.i. or greater.

Digital art should be sent as an e-mail attachment to bobcooke@juno.com with your name and company in the body of the message (text).

COMMERCIAL COPY

Your company may wish to provide typeset commercial copy for your ad. This is often the same ads that they provide to stores for newspaper ads. When possible, line art (Drawing) is preferred for any pictures in the ad. Ad copy should be sent to the same address as your forms unless it might arrive later than three (3) weeks before the market. Late submissions should be sent to: Bob Cooke, 686 Sheridan Drive, Lexington, KY 40503.

PASTE UP COPY

You may provide us with a custom ad, provided that it fits into the sizes for our ad formats (see below). We ask that you just provide the artwork and text for the ad. We will do the paste up and final arranging for the ad at no additional expense. If the layout is critical, provide a photocopy of how you would like it to appear. Draw a box around it to insure that it fits in the area for the ad. Again line art is the preferred format for pictures and can be resized to fit. **Remember the we may NOT be able to use color logos.** These may be sent as digital art.

BUSINESS CARD ADS

Business Card Ads are display ads the size of business cards 2" x 3.5". In the past we only accepted business cards for these ads. You may now also use a black & white logo, small text message and your Suite Number if you wish. You may still continue using your business card if you wish. They will no longer be displayed in a shadow box format. Logo may not exceed 1 3/4" in height and/or 3 1/4" in width. Line art can be resized to fit.

If you are using an actual business card and we already have a copy, you do not need to send it again unless something has changed since the last time we published your business card ad (phone, address). If we already have a logo from a previous business card ad we may not need you to send a logo for the new format ads. These can be submitted digitally.

NAME: _____

COMPANY: _____

OFFICE USE

ROOM _____

ADD COPY INCLUDED [] YES [] NO NOTES:

Half Page (W7 1/2 X H 4 1/2) Qty. _____ at \$45 \$_____
Quarter Page (W3 1/2 X 4 1/2) Qty. _____ at \$30 \$_____
Business Card (2 X 3 1/2) Qty _____ at \$10 \$_____
[] Use Previous Ad
TOTAL.....\$_____