

# KEYSTONE TAP ARTWORK REQUIREMENTS

## PRINT

### Artwork Sizes

Full Page (including inside front & back cover) .....	8.375" w by 10.875" h with .125" Bleed (Border)
Half Page Vertical .....	3.625" w by 9.875" h
Half Page Horizontal .....	7.375" w by 4.875" h
Quarter Page (Vertical Only) .....	3.625" w by 4.875" h
Business Card (Horizontal Only) .....	3.5" w by 2" h
Back Cover* .....	6.625" w by 10.875" h

### Artwork Format

Artwork will be accepted in the following formats:

PDF with fonts embedded, Tiff or EPS files, Adobe CS6 compatible files.

All advertisements must have a resolution of at least 300 DPI at 100% size.

Must use CMYK color format.

Artwork should be sent electronically for best results.

## DEADLINES FOR ADVERTISING

<u>Magazine Edition (Month Released)</u>	<u>Deadline for Submission</u>
Spring (March) _____	January 3, 2025
Summer (June) _____	April 2, 2025
Fall (September) _____	July 2, 2025
Winter (December) _____	October 1, 2025

***Please Note:***

*Advertisements will be repeated according to contract when a new ad is not received by submission deadline.*

### **Contracts & Artwork Submission**

**Pattie-Jo Horner**

**Membership Coordinator**

*Email:* KeystoneTap@prwa.com

*Phone:* (800) 653-7792 ext. 110

*Fax:* (814) 353-9341

Completed Contract can also be sent via text message  
to (914) 800-0958.

# KEYSTONE TAP ADVERTISING CONTRACT

Please submit entire form or register online ([WWW.PRWA.COM](http://WWW.PRWA.COM))

The Keystone Tap is the official quarterly publication of PRWA. This magazine is published for its members with a readership of over 2,400. *Advertising in the Keystone Tap is an exclusive benefit to all Associate Members.*

## RATE SCHEDULE

Please select your ad size below

Full Color	1-3 Issues (Per Issue)	4 Issues
Business Card	<input type="checkbox"/> \$326	<input type="checkbox"/> \$1,107
1/4 Page	<input type="checkbox"/> \$406	<input type="checkbox"/> \$1,381
1/2 Page	<input type="checkbox"/> \$605	<input type="checkbox"/> \$2,057
Full Page	<input type="checkbox"/> \$878	<input type="checkbox"/> \$2,984

Back & Inside Cover Rates:	1-3 Issues (Per Issue)	4 Issues
Inside front or Inside back*:	<input type="checkbox"/> \$1,001	<input type="checkbox"/> \$3,403
Back Cover*:	<input type="checkbox"/> \$1,187	<input type="checkbox"/> \$4,036

\*Please confirm availability before purchasing these options.

**Receive a 15% discount when signing up for 4 issues!**

I would like you to run my ad in the following editions:  Spring  Summer  Fall  Winter

PRWA Member?  Yes  No (If no, please add \$421 for the cost of Associate Membership Dues).

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Will another company/agency be submitting the artwork?  Yes  No (please see reverse for details about ad deadlines)

If yes: Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Payment:  Check (Payable to PRWA)  Invoice Me

**Amount Due:**

For security reasons, all credit card transactions must be processed through our website.  
If you prefer to pay via credit card, please visit [www.prwa.com](http://www.prwa.com).