



# GOLDEN GLOW OF CHRISTMAS PAST, MEMBERS-ONLY Convention Program Ad Form

**WE ARE EXCITED TO OFFER** this opportunity to reach the antique Christmas collectors of the Golden Glow of Christmas Past at their 38th Annual Convention, August 22-25, 2018 in Cincinnati, Ohio.

Our Convention Program will be a keepsake-quality, staple-bound booklet with a heavy cover. It will be 5½ inches x 8½ inches, and approximately 50 pages. It will be distributed at the Convention in the packets that go to all attendees.

**Don't miss the chance to advertise your business or service to a focused audience of avid antique Christmas collectors!** *If you are not a current member of the Golden Glow of Christmas Past, join now to participate!*

There are four (4) advertising sizes:

**Standard Business Card \$20**

3.5 inches wide x 2 inches tall

**1/4 Page \$30**

2.375 inches wide x 4 inches tall

**1/2 Page \$40**

4.875 inches wide x 4 inches tall

**Full Page \$75**

4.875 inches wide x 8.25 inches tall

**Inside covers available for \$125**

Full bleed (art that runs off all four edges of the page) available at no extra cost. Full page with bleed is 5.375 inches wide x 8.75 inches tall.

*Live area is the same size as a regular full page — no critical information should be in the .25 inch bleed area on all edges.*

- \* Camera-ready art submitted must be in the stated dimensions, and at least 300 dpi.
- \* File formats can be PDF, JPG, or TIF.
- \* Design services by *GLOW* magazine Designer Sue Wille are available at no charge. *See details on the attached Ad Design Request form.*
- \* Email camera-ready art, Ad Design Request forms, or questions about design services to: [SuzieMillions@gmail.com](mailto:SuzieMillions@gmail.com)

*Limited space, so place your ad now!*

**For non-design questions about Convention Program ads,**

*email or call Convention Chair Joe Meyers:*

[Glow2018Chair@aol.com](mailto:Glow2018Chair@aol.com)

937.558.8840

**All Convention Program Ad Forms must be postmarked by July 1**

## \* 1. Choose a size

- Standard Business Card \$20
- 1/4 Page \$30
- 1/2 Page \$40
- Full Page \$75
- Full Page, inside cover \$125

## \* 2. Provide contact info

NAME

COMPANY

STREET ADDRESS

CITY/STATE/ZIP/COUNTRY

EMAIL

PHONE

CELL

OTHER

## \* 3. Supply your art or submit a an Ad Design Request

(no charge either way):

- I'm supplying camera-ready art.
- I'm submitting an Ad Design Request for my ad.

## \* 4. Make payment & send form

Mail form and check payable to Golden Glow of Christmas Past by **July 1** to:

**EMAIL:** [Glow2018Chair@aol.com](mailto:Glow2018Chair@aol.com)

**MAIL:** Joe Meyers  
87 Shelford Way  
Beavercreek, OH 45440

Payment can also be submitted via Paypal:  
[GlowConvention@yahoo.com](mailto:GlowConvention@yahoo.com)

GOLDEN GLOW OF CHRISTMAS PAST

# Convention Program

## Ad Sizes

*Limited space, so place your ad now!*

**All Convention Program Ad Forms must be postmarked by July 1**

**All Ad Design Request Forms and support materials must be emailed by July 1**

For up-to-date information on the 38th Annual Golden Glow of Christmas Past Convention, visit the Christmas Convention page at:

[GoldenGlow.org](http://GoldenGlow.org)

- \* Camera-ready art submitted must be in the stated dimensions, and at least 300 dpi.
- \* File formats can be PDF, JPG, or TIF.
- \* Design services by *GLOW* magazine Designer Sue Wille are available at no charge. See details on the attached *Ad Design Request Form*.
- \* Email camera-ready art, Ad Design Request Forms, or questions about design services to: [SuzieMillions@gmail.com](mailto:SuzieMillions@gmail.com)

**For non-design questions about Convention Program Ads,**

call or email 2018 Convention Chair Joe Meyers:  
[Glow2018Chair@aol.com](mailto:Glow2018Chair@aol.com)  
937.558.8840

**Standard Business Card**  
3.5 x 2"

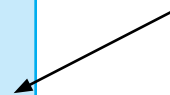
**1/2 Page**  
4.875 x 4"

**1/4 Page**  
2.375 x 4"

GOLDEN GLOW OF CHRISTMAS PAST  
**Convention Program**  
*Ad Sizes continued*

**Full Page**  
4.875 x 8.25"

**Full Page  
with bleed**  
5.375 x 8.75"



GOLDEN GLOW OF CHRISTMAS PAST  
**Convention Program**  
*Ad Design Request Form*

### How the design process works

- 1 Submit any logos, graphics, or photographs you want in your ad as a PDF, JPG, or TIFF file. Files should be at least 300 dpi at the size they will be used.
- 2 Let us know what you'd like the ad to look like. If there's an ad you really like, yours or someone else's, send a copy of it. If you want us to match an existing style for your brand, give us a link to your website, or copies of favorite materials you've done in the past.
- 3 Please respond promptly via email when you receive your proof. This is new territory for the Convention and we're working on a short timeline. Approve the design, or tell us what you want changed. We can only guarantee one proof, but we'll do our best to make an ad you are very happy with.

\* **1. Ad size**

- Standard Business Card **\$20**
- 1/4 Page **\$30**
- 1/2 Page **\$40**
- Full Page **\$75**
- Full Page, inside cover **\$125**

\* **2. Ad style**

Check no more than one option on each line.

a. **TONE:**  Elegant  Light-hearted and fun  Just the facts ma'am

b. **ERA:**  Late 1800s-early 1900s  Mid-century  Timeless

c. **COLOR:**  Sepia-tone  Full-color  Other: \_\_\_\_\_

Please give us any other art direction you'd like us to follow: \_\_\_\_\_

\* **3. Ad copy.** Provide the wording for your ad EXACTLY as you want it typeset (for example, if you use an abbreviation, we will do the same).

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\* **4. Room Sellers:** We need to know if you want your hotel-assigned room number on your ad:

- Yes, include my room number in my ad
- No, do not put my room number in my ad

**Ad Design Request checklist:**

- If showing in Christkindlmarkt or Sales Room, have you mentioned that so folks know to look for you?
- Have you included a description of what you are selling?
- If you're advertising a business, have you included your hours and your address?
- Have you included all the contacts you'd like folks to have: phone, email, web address?
- If you want your logo, photographs, or graphics in your ad, have you sent it to the Designer? *If your ad includes social media site addresses (Facebook, Twitter, Instagram), we have and will ad the logos, if space allows.*

Submit your Convention Program Ad Form and payment to Convention Chair Joe Meyers.  
Submit this form and all ad materials to Designer Sue Wille: **SuzieMillions@gmail.com**

**All Ad Design Request Forms and support materials must be emailed by July 1**

GOLDEN GLOW OF CHRISTMAS PAST  
**Convention Program**

*Ad Samples*

Examples of the same information, arranged under different art direction.

**St. Nicholas Collection**  
*Elaine Roesle*  
OWNER/ARTIST

CELEBRATING  
40 YEARS OF  
HANDMAKING  
ST. NICHOLAS  
IN OHIO

132 E. Harrison Street  
Lewisburg, OH 45338  
937.583.5061

*"Visit me in the Kristkindlmarkt!"*

SnowChildren@hotmail.com

Timeless

**ST. NICHOLAS COLLECTION**  
*Elaine Roesle*  
OWNER/ARTIST

Celebrating 40 years  
of handmaking  
St. Nicholas  
in Ohio

*"Visit me in the  
Kristkindlmarkt!"*

132 E. Harrison Street \* Lewisburg, OH 45338  
937.583.5061  
SnowChildren@hotmail.com

Mid-century, light-hearted and fun

St. Nicholas Collection  
*Elaine Roesle*  
OWNER/ARTIST

CELEBRATING  
40 YEARS OF  
HANDMAKING  
ST. NICHOLAS  
IN OHIO

132 E. HARRISON STREET  
LEWISBURG, OH 45338  
937.583.5061

*"Visit me in the Kristkindlmarkt!"*

SnowChildren@hotmail.com

Elegant, simple, with muted color