Glow Convention & Website Ad Reservation

Don't miss the chance to advertise your business or service to a focused audience of avid antique Christmas collectors from around the world!

Ad pricing

Web ads:

$20 per month, $60 per year
UP TO 3.5 X 2 inches
Includes a link to the page you want the ad to lead to.

Print advertising:

Standard Business Card $30
3.5 inches wide x 2 inches tall

1/4 Page $50
2.4375 inches wide x 4.3125 inches tall

1/2 Page $75
5 inches wide x 4.3125 inches tall

Full Page $125
5 inches wide x 8.75 inches tall
Inside covers available for $200
Back cover available for $300

Full page, full bleed (art that runs off all four edges of the page) available at no extra cost: 6.25 inches wide x 9.25 inches tall.
See details in support materials.

Design services by the *GLOW* magazine Designer are available at no charge!

For design questions, email:
SuzieMillions@Gmail.com

Limited space, so place your ads now!

All Ad Reservations must be submitted with (1) payment, (2) final ads or Ad Design Requests, and (3) any support materials, emailed or postmarked by

April 1

For more about the Glow:
GoldenGlow.org

Four steps to reserve ads:

1. Choose a one-time run or save a bundle with a bundle

2020 CONVENTION PRINT AD* ONE-TIME RUN:

- ☐ Standard Business Card **$30**
- ☐ 1/4 Page **$50**
- ☐ 1/2 Page **$75**
- ☐ Full Page **$125**
- ☐ Full Page, inside front cover **$200**
- ~~Full Page, inside back cover **$200**~~ **SOLD**
- ☐ Full Page, back cover **$300**

*Your 2020 print ad will run in our full-color **40th ANNIVERSARY COMMEMORATIVE BOOKLET & DIRECTORY**

WEB AD:

- ☐ **$20 for one month**
- ☐ **SAVINGS BUNDLE $60 for 12 months**

SAVINGS BUNDLES *PLUS!*

2020 + 2021 CONVENTION PRINT ADS *PLUS* 12-MONTH WEB AD SUBSCRIPTION:

- ☐ Two Standard Business Card ads + 12 months of web ads **$90**
- ☐ Two 1/4 Page ads + 12 months of web ads **$120**
- ☐ Two 1/2 Page ads + 12 months of web ads **$157**
- ☐ Two Full Page + 12 months of web ads **$233**

2. Provide contact info

NAME _____

COMPANY _____

STREET ADDRESS _____

CITY/STATE/ZIP/COUNTRY _____

EMAIL _____

PHONE

CELL ___ – ___ – ____

OTHER ___ – ___ – ____

3. Supply your final ad(s) or submit Ad Design Request(s)

- ☐ I'm supplying final ad(s).
- ☐ I'm submitting Ad Design Request(s).

4. Make payment and send form(s)

ONLINE *Send completed form(s) to:*
Treasurer@GoldenGlow.org

PayPal *Send payment via Paypal:*
GoldenGlowCP@yahoo.com

VIA MAIL *Make check payable to*
Golden Glow of Christmas Past
MAIL FORM(S) AND CHECK TO:
The Glow
638 Filkins Road
Newark, New York 14513

GOLDEN GLOW OF CHRISTMAS PAST

Ad Design Request

WEB ADS

Design services by the *GLOW* magazine Designer are available at no charge!

For design questions, email:
SuzieMillions@Gmail.com

Standard Business Card
3.5 x 2″

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 72 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. 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 2 x 3 inches
- ☐ Other (no larger than 2 x 3 inches)

2. 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).

Content for web ads is limited to what can fit on a standard-size business card.

_____

_____

_____

_____

3. Ad style

Check no more than one option on each line. *See the Ad Samples sheet for examples.*

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

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

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

_____

_____

Web Ad Design Request checklist:

- ☐ 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, be sure to forward them with this form and your Ad Reservation and payment. *If your ad includes social media site addresses (Facebook, Twitter, Instagram), we have and will ad the logos, if space allows.*

Include this form with your Ad Reservation, payment, and any support materials you are submitting, due April 1.

THE Golden Glow of Christmas Past®

Ad Design Request
PRINT ADS

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For design questions, email:
SuzieMillions@Gmail.com

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. 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
- ☐ 1/4 Page
- ☐ 1/2 Page
- ☐ Full Page
- ☐ Full Page, inside front cover
- ~~Full Page, inside back cover~~ **SOLD**
- ☐ Full Page, back cover

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).

2. Ad style

Check no more than one option on each line. *See the Ad Samples sheet for examples.*

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

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

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

4. Room Sellers

We need to know if you want your hotel-assigned room number on your ad:

☐ Yes, include my room number (if available) 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*

Include this form with your Ad Reservation, payment, and any support materials you are submitting, due April 1.

Ad Samples

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

a. TONE: ☒ Elegant ☐ Light-hearted and fun ☐ Just the facts ma'am
b. ERA: ☒ Late 1800s–early 1900s ☐ Mid-century ☐ Timeless

a. TONE: ☐ Elegant ☒ Light-hearted and fun ☐ Just the facts ma'am
b. ERA: ☐ Late 1800s–early 1900s ☒ Mid-century ☐ Timeless

a. TONE: ☐ Elegant ☐ Light-hearted and fun ☒ Just the facts ma'am
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GOLDEN GLOW OF CHRISTMAS PAST®

Print Ad Details

Limited space, so place your ad now!

If you are supplying your own final ad:

- Final ads submitted must be in the stated dimensions, and at least 300 dpi.
- File formats can be PDF, JPG, or TIF.

Design services by the *GLOW* magazine Designer are available at no charge!

For design questions, email:
SuzieMillions@Gmail.com

If you would like us to design your ad:

- Fill out and submit an Print Ad Design Request. *See more details on that form.*

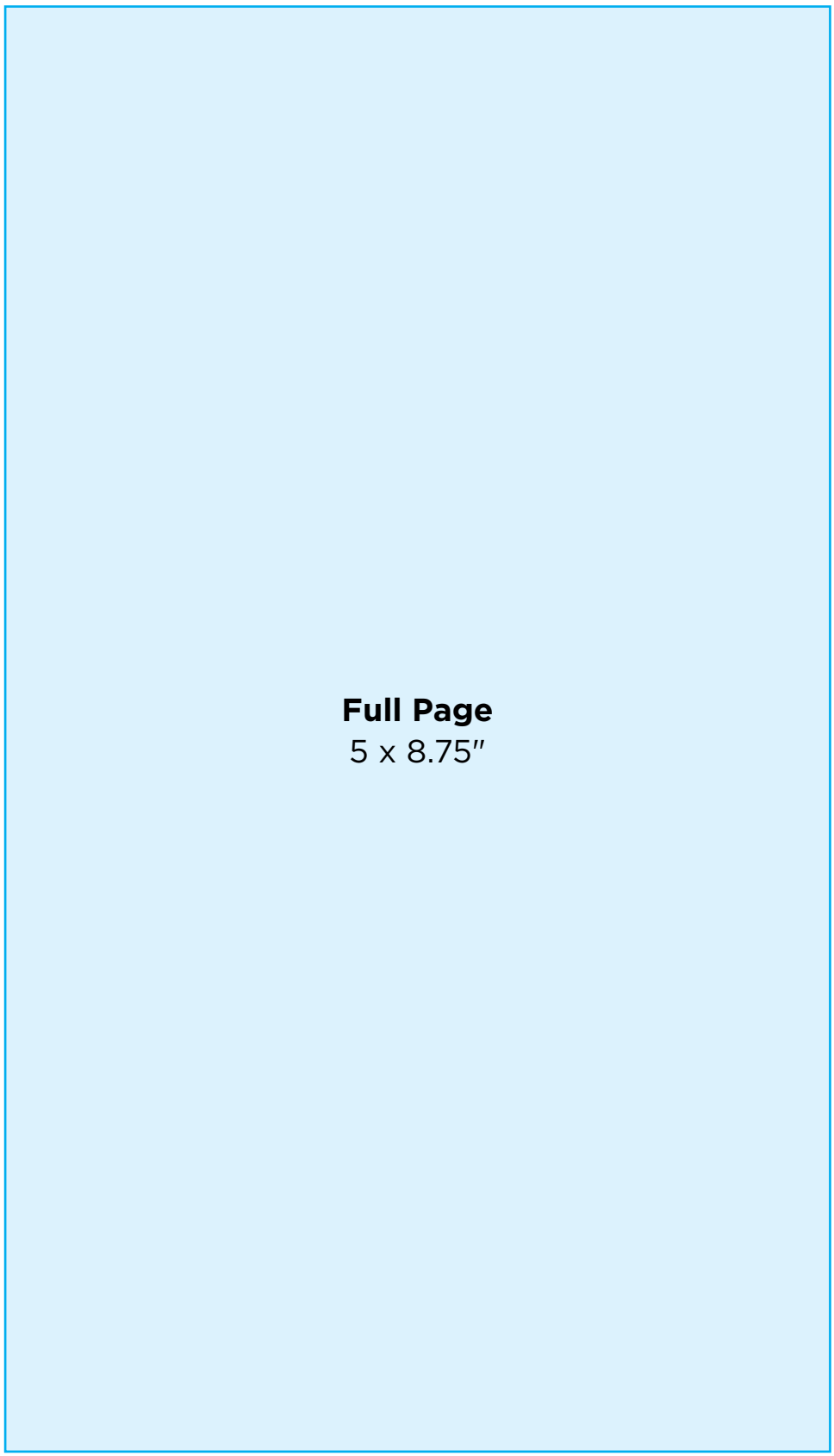
Standard Business Card
3.5 x 2″

1/4 Page
2.4375 x 4.3125″

1/2 Page
5 x 4.3125″

GOLDEN GLOW OF CHRISTMAS PAST

Print Ad: Full Size



GOLDEN GLOW OF CHRISTMAS PAST

Print Ad: Full Size with Bleed

MARGIN FOR BINDING: NO TEXT OR LOGOS IN THE GRAY AREA

MARGIN FOR BINDING: NO TEXT OR LOGOS IN THE GRAY AREA

Full Page with Bleed

Full Bleed art needs to be 6.25 x 9.25″

The Live/Safe Area is 5 x 8.75″

ALL TYPE, LOGOS, AND CRITICAL INFORMATION NEED TO BE IN THE LIVE/SAFE AREA.

A note about bleeds ***(shown in dark gray)*****:**
Printed material that runs to the edge of the page needs to have 1/8″ of extra imagery running beyond the edge to compensate for any slight inaccuracy that might happen when trimming the paper. That's the bleed, and the bleed should be **background or non-critical graphics** that won't be missed when trimmed off. The bleed insures there are no unintended slivers of white on the page edges.

A note about the live/safe area ***(white outlined in dashes)*****:**
All **vital** information in the ad should be within the live/safe area—all type, logos, or critical information—to insure that it is not lost in an inaccurate trim.

The area shown in gray 1/8″ area around the top and bottom of the page, and 1/2″ of space on each side of the page needs to contain color or imagery for the full bleed, but no critical information.

SHOWN HERE:

WHITE BOX OUTLINED IN BLACK DASHES: the Live Area

IN GRAY: Area to keep critical information out of

DARK GRAY: 1/8″ part of the page that will be trimmed off