

TH ad directions and costs.

- I. General ad specifications
 - A. All images must be SCANNED at 300 dpi grayscale .tif at the size at which you want them to appear. Not responsible for images resulting from those sent not using this procedure.
 - B. Page size is 8 1/2" x 11". There is a 1/2" border around all sides, so, unless you run the background to the edges, you use a 7 1/2" x 10" page size. You may not extend typing or photos beyond this smaller space.
 - C. NEVER put sticky notes, tape or any adhesive or foreign substance on your photos. I will not scan any more photos that come in this way, but will return the ad to you. If you want to specify the scan area, make a copy and draw the scan area on it.
 - D. NEVER cut a photo. Again, if you want to specify the scan area, make a copy and draw the scan area on it. If you want a particular area of a photo cut out and cannot do it yourself, you may pay me \$20/hour to do it for you. If I cannot do it, you may pay the printer \$60/hour to do it. This process usually requires a minimum of four hours.
 - E. Other than special charges defined below, all ads **MUST BE PAID IN ADVANCE**.
- II. Preparing your own ad
 - A. Send ad already prepared
 1. As film - \$10 additional charge
 2. Complete ad on photo quality paper
 - a. My scan – no additional charge
 - b. Printer scan - \$15
(this is not a good option as the quality will be poor)
 3. As Photoshop file meeting I. requirements – no charge
 4. As PageMaker file – no additional charge
 - a. Must meet all I. requirements and photos must be included as separate images.
 - b. Special fonts must be included separately. Don't assume I have your fonts. Check with me if you have a question. I will substitute for any missing fonts I do not have and you do not supply.
 - c. Additional photos after the first/page are \$10 each.
 5. As Word file
 - a. Must meet all II.A.4 requirements – no extra charge.
 - b. Photos must be sent separately in one of three ways
 - i. scanned using the guidelines in I. A., put on disk and mailed to me, or
 - ii. mailed to me to scan
 - iii. emailed to tallyho@insightbb.com (must be under 10 mb – no extra charge in any of these three cases.

- c. Special effects such as backgrounds and/or clip art must be provided to me in transparent 300 dpi .tif format. If not, you will be notified that I will have to do the work for these and charge \$20 per hour. Once your permission is given, I will proceed. If I do not hear from you, the ad will be held for the next issue.
 - d. You must send the Word file to me by email or on disk. DO NOT send embedded photos or graphics.
 - B. If you want special clean-up work done or special effects or clip art or any other special effort, the cost is \$20/hour.
 - a. you will be notified that I will have to do the work for these and charge \$20 per hour. Once your permission is given, I will proceed. If I do not hear from you, the ad will be held for the next issue.
 - C. If there is any other special effort required, I will advise you.
- III. Having me prepare your ad
 - A. Send hand written layout, instructions and photo. If less than 80 words, no charge.
 - B. If more than eighty words, cost is \$0.50 per extra word.
 - C. If you want special clean-up work done or special effects or clip art or any other special effort, the cost is \$20/hour if I can do it. If the printer has to do it, it is \$60/hour. You will be notified. Once your permission is given, I will proceed as agreed upon. If I do not hear from you, the ad will be held for resolution.
- IV. All checks must be made payable to the 'Tally-Ho'. Any charges that accrue as a result of special work that has to be done on an ad will be sent to you via email or regular mail and copied to our Treasurer, Mrs. Bette Williams. Amounts due for ads are considered obligations to the BHCA in the same manner that dues are considered. Any amount owed the Tally-Ho and left unpaid is considered in the same light as unpaid dues and will stifle your voting and membership privileges.