

Gatebook Advertising for Merchants at Estrella War XXX

Ad space is available at the following rates:

Ad size	Camera Ready	Designed for you
1/8 size page (3.7" x 2.4")	\$25	\$30
1/4 page (3.7" x 5")	\$40	\$50
1/2 page (7.5" x 5")	\$60	\$75
Full page (7.5" x 10")	\$90	\$110
Back Cover (7.5" x 10")	\$150	\$175

Advertisement payment is a separate payment from Merchant fees.

Advertising General Policies

- a. The EW XXX Gatebook reserves the right to reject or edit any advertising. Advertising must conform to SCA corporate guidelines. Advertising will be refused if it is offensive, ambiguous or deceptive, makes the product or service unclear or open to misrepresentation; if it advertises illegal organizations or activities; if it maligns identifiable persons, races, religions or professions; if it is not accurate or truthful; or if it is otherwise determined unacceptable by the Seneschal's office.
- b. All advertising rates for the EW XXX Gatebook are non-commissionable, net rates. No cash discounts.
- c. All advertising is prepaid.
- d. All advertising must be prepaid by December 20, 2013
- e. All camera-ready artwork must be submitted in .pdf format - 400-600dpi and received by January 1, 2014
- f. Only local businesses or registered merchants of Estrella War XXIX may purchase advertising space in the gatebook.
- g. Advertising space is contingent on your acceptance as a merchant to Estrella War.
- h. Please remit payment by check or money order payable in U.S. funds to Estrella War SCA, Inc. Advertising payment is separate from merchant fees, but need to be mailed to the Merchant Coordinator. We will take personal checks. Bounced check fee is \$15.

i. Any photos, graphics or logos you wish to provide for us to use in creating your ad needs to be in tiff or eps format and 400-600 dpi.

j. If we design your ad for you, you will get two proofs. Any further revisions that are not our mistake will be billed at \$60 per hour.

Questions about Gatebook Advertising should be directed to the Gatebook Coordinator Mistress Eilidh MacMurtrie, OP (Ellie Parker) at 6161 E Grant Road, #9108, Tucson, AZ 85712, 480-205-8448 or ellieparker1385@gmail.com.