

# 2021 PROGRAM BOOKLET ADS

As with all our conventions, we publish a program booklet. To offset the cost of printing such an expensive item, ads are sold in varying sizes. Please consider purchasing an individual or group ad. **Deadline for inclusion in the program booklet is September 6, 2021.** Thank you.



**Sizes, dimensions, and prices are as follows:**

- | Size .....   | Cost  |
|--|-------|
| <input type="checkbox"/> Full Page (no covers) ..... 4.5" wide x 7.5" tall ..... | \$125 |
| <input type="checkbox"/> Cover (if available) ..... 4.5" wide x 7.5" tall .....  | \$200 |
| <i>Specify Outside Back, Inside Front or Inside Back</i>                         |       |
| <input type="checkbox"/> Half Page..... 4.5" wide x 3.75" tall .....             | \$70  |
| <input type="checkbox"/> Quarter Page ..... 4.5" wide x 1.875" tall .....        | \$45  |
| <input type="checkbox"/> Quarter Page ..... 2.25" wide x 3.75" tall .....        | \$45  |

**Please include the following with your ad (print clearly and completely):**

Business or Organization Name \_\_\_\_\_

Contact \_\_\_\_\_ Daytime Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

E-mail \_\_\_\_\_

**>>> VERY IMPORTANT <<<**  
**Ads should be supplied electronically in TIFF, JPG, EPS or PDF formats**  
**(please convert text to outlines or curves).**  
**Microsoft Word files will be accepted for text ads only**  
**and hard copy must be submitted to show font used.**

**PLEASE INCLUDE ADVERTISER NAME IN THE FILE NAME**  
**(e.g., "York Co ad for PSTCA" or "John Smith ad for PSTCA").**

Please email your ad to [DottieConvChair@gmail.com](mailto:DottieConvChair@gmail.com) (indicate PSTCA AD in the email subject line). Hard copy will be accepted and scanned for TEXT ADS ONLY, and must not contain screens. You may also indicate "use same ad as last year."

**Mail ad materials with check payable to PSTCA-CONVENTION by September 6th to:**

Dottie White Mertz  
2132 Northway Road  
Williamsport, PA 17701

- Please use same ad as last year (2019)
- Ad artwork is enclosed on a CD
- Ad artwork has been emailed to [DottieConvChair@gmail.com](mailto:DottieConvChair@gmail.com)