

# Welcome to the world of **ASTROPHILE** advertising!

Dear Prospective Advertiser,

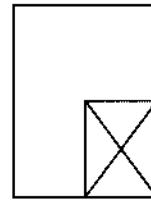
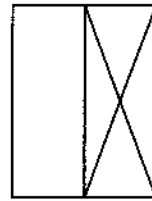
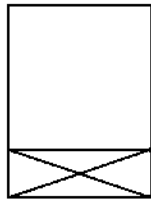
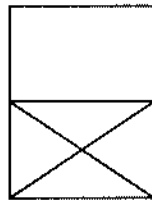
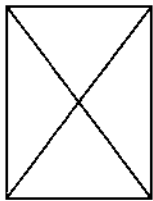
My name is Ron Allen. I'm the Advertising Manager for the Space Unit. The Space Unit is an affiliate of the American Topical Association and the American Philatelic Society. We are currently 491 members strong **INTERNATIONALLY!**

The *ASTROPHILE* is our bi-monthly journal. Currently, it is a grayscale, 48-page 5 3/8" x 8 1/2" folded and bound publication. (I will be happy to send a past issue sample at your request.) Here is all of the information that will help you in your decisions while creating an advertisement for publication.

## PHYSICAL DIMENSIONS

Our display ads are laid out as Line Art (B&W) or grayscale (half-tone) in a printable area 4 3/4" wide by 7 1/2" high. The ad space is available in these five formats:

Full page (4 3/4" x 7 1/2") (114mm x 187mm)	Horizontal 1/2 Page (4 1/2" x 3 3/4") (114mm x 94mm)	Horizontal 1/4 page (4 1/2" x 1 7/8") (114mm x 47mm)	Vertical 1/2 page (2 1/4" x 7 1/4") (57mm x 187mm)	Vertical 1/4 page (2 1/4" x 3 3/4") (57mm x 84mm)
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## CHOICE OF READINESS OF AD COPY SUBMITTED

There are three degrees of readiness in which to send us your ad copy.

The most complete method is: "digital-ready copy" in which the entire ad is laid out as an illustration with the desired text and graphics at 300 pixels per inch (ppi) resolution. Although we will accept full color images, these will be converted into grayscale for publication. An advantage of grayscale over color is a resulting computer file which is MUCH smaller for faster up- and downloading via Email. Please ensure that your copy approximates the proper size noted above for your ad. We can adjust the aspect ratio slightly to fit the page size. A digital file can be mailed on a disk with full payment, OR Emailed directly to me at [su\\_ad\\_mgr@qx.net](mailto:su_ad_mgr@qx.net) AND to our Editor, Jim Roth, at [rothgraphix@adelphia.com](mailto:rothgraphix@adelphia.com). If emailed, the ad will be held until full payment arrives and then scheduled for publication.

The next method is "scanner-ready copy." This is similar to digital-ready copy in that the advertisement is completely laid out, but it has not been scanned. The 'master' mailed to us for scanning, can be any resolution (above 300 desired) but will be reduced to 300 ppi for publication. The master should have good contrast and be a maximum of 8 1/2" x 14" in size. We are not set up to handle film or negative images. This artwork should be mailed with full payment.

The last method is what I call the "piece-meal" method. This is where you send us separate text and graphic files OR actual, scannable, artwork along with your sketch of what the final layout should look like. (Clear, color copies are acceptable in lieu of actual items.) The text can be a plain text file or a word processor file. The layout will then be created and submitted back to you by email (PDF format) or fax for your approval, before appearing. Again, full payment should accompany your request so that scheduling can be done. An email address would be appreciated where your final layout can be sent IF you have the capability to view the ad via a computer (sent as a PDF format, requiring Adobe Acrobat Reader software – free download on-line at [www.adobe.com](http://www.adobe.com)).

## CHOICE OF FORMATS FOR GRAPHICS FILES

All graphic computer files should be in either **JPEG, TIFF, PDF, or Photoshop** formats. They should NOT be other compressed files. And, we cannot accept Word, Quark, or InDesign formatted ads with graphics. However, these programs will allow you to create a PDF document for submission.

## ADVERTISING RATES

Our display ad rates are: Full page - \$50; half page - \$35; quarter page - \$20. (There is a 5-line ad size available to Space Unit Members only – in good standing – at \$12.) Contract rates for 6 issues are entitled to a 10% discount on the page rate for whatever size ad you choose. There is a setup charge of \$15 if we layout your ad. There is no discount on the setup charge (or 5-line ad size). All rates are in US dollars.

## CALCULATION OF FINAL COST OF AD

Example – full page ad with 6 insertions. The charge would be  $\$50 \times 6 = \$300$  for space reservation. This would then receive a 10% discount of \$30 for a space reservation cost of  $\$300 - \$30 = \$270.00$ .

For 6 insertions with graphics that do not change throughout the run of the ad, the cost would be  $\$270 + \$15$ , if not camera ready, or \$285.00. If there is a different graphic (or other modification) for subsequent insertions, there is a \$15 charge for each uniquely different insertion which is not scanner ready.

## PAYMENT

Make your check (or money order) payable, in **US funds only**, to: SPACE UNIT and send it and the ad copy to: **Ron E. Allen, Astrophile Advertising Manager, PO Box 12229, Lexington, KY 40581-2229**. Payment can also be made via Internet PayPal (please ask for instructions) or with your VISA or MasterCard (you will need to call me with your card type, number, expiration date, the exact name it is issued in, and the address where your bill is sent). Your ad will be scheduled for placement in the next issue available for the length of its run.

No official paperwork is issued – the cancelled check is your receipt. The check memo field should state size and run length of ad, (ex. – full page, 6 insertions), and a desired start date if needed.

## DEADLINES for submission through the year are:

Nov 1 for the Jan/Feb issue  
Jan 1 for the Mar/Apr issue  
Mar 1 for the May/June issue

May 1 for the Jul/Aug issue  
Jul 1 for the Sep/Oct issue  
Sep 1 for the Nov/Dec issue

If you should have any questions, please contact me using the information below.

Thank you for considering advertising with the Space Unit.

Sincerely,

Ron E. Allen, SU Advertising Manager  
PO Box 12229  
Lexington, KY 40581-2229

Day/Evening Phone: (859) 264-1470  
E-mail: [su\\_ad\\_mgr@qx.net](mailto:su_ad_mgr@qx.net)