



# The HAPS Educator

## Advertising Rates & Specification Sheet

### Deadlines for Submissions:

March 1 – Spring Issue

July 1 – Summer Issue

November 1 – Winter Issue

**Priority Placement:** All ads will be placed on a “first come/first serve” basis. Contact the HAPS Office to check for availability.

### Electronic Formats:

- PDF – high resolution
- Illustrator
- .jpeg files
- .eps files
- Photoshop

Include all fonts and linked artwork.

### Specifications & Requirements:

- Final trim size – 8.5 x 11
- Bleed – 1/8 inch
- All text at least 1/8 inch from edge
- Standard ad space (WxH)
  - ½ Page – 7.52 x 5
  - Full page – 7.5 x 10
- CMYK

If received artwork is not one of the above electronic formats, there may be additional charges. HAPS reserves the right to reject any advertising considered non-conforming to HAPS standards.

Run Times	1 Issue	2 Issues	3 Issues
<b>Full Page – Inside Cover</b>			
Rate per issue	\$420	\$380	\$365
Total cost	\$420	\$760	\$1095
<b>Full Page</b>			
Rate per issue	\$395	\$370	\$340
Total cost	\$395	\$740	\$1020
<b>Half Page</b>			
Rate per issue	\$275	\$255	\$230
Total cost	\$275	\$510	\$690

Company	
Contact Name	
E-mail	
Phone	
Ad type/Run time	
Special Instructions	