



GFWC CA Clubwoman Article and Ad Submission Guidelines

GFWC CA Clubwoman encourages the submission of Article and Ad content. Please use the guidelines below to plan your submissions and to ensure content is published timely.

All submissions should be emailed to: cfwccommunications@gmail.com

Submission Deadlines

March 20 for inclusion in the April 5 Spring Publication (Space closing March 30)*

June 20 for inclusion in the July 5 Summer Publication (Space closing June 30)*

September 20 for inclusion in the October 5 Fall Publication (Space closing September 30)*

December 20 for inclusion in the January 5 Winter Publication (Space closing December 30)*

* Space closing refers to the last day that changes can be made to an article and or an Ad submission.

Article Submissions:

- Length of articles should not exceed 500-words
- Font should be 12-point Times New Roman, whether in normal, bold, or italic.
- Please do not insert line breaks in the text or special spacing for formatting.
- Paragraph breaks should be indicated by an extra line space rather than an indentation at the beginning of a paragraph
- Only the left-hand margin should be justified.
- It is the responsibility of the author to obtain permission for the use of any copyrighted material, including images, sound, and video files.

Acceptable File Types

Please submit your articles in MS Word or body of the email. If submitting from a Macintosh computer, please include the three-letter file extension in the file name of your article. PDF files are not acceptable.

Images

Images are strongly encouraged for article submissions. If submitting an image, the image(s) should be in .jpg, .png, or .tif format. PDF files are acceptable for images. However, they will be converted to .png. As a result of conversion, the image(s) may lose some clarity.

Ad Submission Guidelines

Please use the spec sheet on the next page to help identify requirements for your Ad placement.

- Ad files submitted should be named uniquely and include your name and the ad size
- Acceptable files for print ads include: .jpg, .png, and .tif file types.
- Files must include all fonts, in postscript format.
- Completed online advertising should be provided at 72 dpi
- Files should not exceed 750 kb.
- No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.
- Payment for Ad space is required in Advance of publication date.

Bleed/Non-bleed Ads

- Full-page bleed ads should be made to the trim size of the publication. Add .125" bleed to all four sides of the ad when creating a PDF.
- A safety margin of .25" must be taken into account when creating a bleed ad. Do not put any live copy closer than .25" to the trim size.
- Do not add a bleed allowance to non-bleed ads. They should simply be created to the proper dimensions of the ad space.

<p>All Columns</p> <p>Full Page Bleed 8.875" w x 11.375" d</p> <p>Full Page Non-Bleed 7.5" w x 10" d</p> <p>1/2 Page Horizontal 7.5" w x 4.875" d</p> <p>1/4 Page Horizontal 7.5" w x 2.313" d</p> <div style="border: 1px solid black; padding: 10px; text-align: center; margin: 10px 0;"> <p>Full Page \$ 150.00</p> </div> <div style="border: 1px solid black; padding: 10px; text-align: center; margin: 10px 0;"> <p>1/2 Horizontal \$ 75.00</p> </div> <div style="border: 1px solid black; padding: 10px; text-align: center; margin: 10px 0;"> <p>1/4 Horizontal \$ 50.00</p> </div>	<p>3 Column format</p> <p>2/3 Page Vertical 4.917" w x 10" d</p> <p>1/2 Page Vertical 4.917" w x 7.438" d</p> <p>1/3 Page Square 4.917" w x 4.875" d</p> <p>1/6 Page Horizontal 4.917" w x 2.313" d</p> <p>1/3 Page Vertical 2.334" w x 10" d</p> <p>1/6 Page Vertical 2.334" w x 4.875" d</p>
<p>2 Column format</p> <p>1/2 Page Vertical 3.625" w x 10" d</p> <p>1/4 Page Square 3.625" w x 4.875" d</p> <p>1/8 Page Horizontal 3.625" w x 2.313" d</p>	
<p>Final Trim Size: 8.375" w x 10.875"</p> <p>Type Safety Margin: .25" (live image area 8.125" w x 10.625" d)</p> <p>Full Bleed Allowance: .25" (8.875" w x 11.375" d)</p> <p>Head Margin: .4375"</p> <p>Face Margin: .4375"</p> <p>Foot Margin: .4375"</p> <p>White space between ads: .25"</p> <p>Gutter space between columns: .25"</p> <p>Double Trucks (query type across gutter)</p> <p>Live Area: 15.875" w x 10" d</p> <p>Full Bleed: 17.25" w x 11.375" d</p> <p>1/2 Live Area: 15.875" w x 4.875" d</p> <p>1/2 Full Bleed: 17.25" w x 5.563" d</p>	