



## FY 2024-2025 Newsletter Ads

MSC quarterly newsletters are published and distributed as an e-newsletter to all member camps along with their senior staff, to all business members and to any individuals who have requested to be on our mailing list.

Businesses may purchase  $\frac{1}{4}$  page or  $\frac{1}{2}$  page ads that will be scattered throughout the newsletter pages and mixed with editorial copy.

**Rates** for placing a single ad are:  $\frac{1}{4}$  page = \$100       $\frac{1}{2}$  page = \$175

**Ad Package Rates:** Purchase a package of four ads in the new fiscal year (October 2024, Early January 2024, April 2025, and June 2025)

$\frac{1}{4}$  page package = \$375       $\frac{1}{2}$  page = \$650

**Ad sizes** (see next page for diagram)

- Half page horizontal (no vertical half page ads) – width: 7.5 inches x height: 4.6 inches
- Quarter page horizontal – width: 7.5 inches x height: 2.18 inches
- Quarter page vertical – width: 3.6 inches x height: 4.6 inches

### File format

- Submit color ads (RGB preferred) created to size and saved as a high-resolution (print quality) PDF.
- Crop marks are helpful, but not necessary.
- If you need help designing an ad, please contact our office prior to the due date.

**Submit** PDF file via email to [camps@mainecamps.org](mailto:camps@mainecamps.org) If you cannot produce a PDF from your software, please call us at (207) 518-9557.

### Ad submission deadlines

October (Fall 2024 edition): September 16, 2024

January (Winter 2025 edition): December 13, 2025

April (Spring 2025 edition): March 21, 2025

June (Summer 2025 edition); May, 27, 2025

### Questions?

Call the MSC office at 207-518-9557 or email: [camps@mainecamps.org](mailto:camps@mainecamps.org)

Quarter page vertical ad:

Width: 3.6 inches

Height: 4.6 inches

Half page ad:

Width: 7.5 inches

Height: 4.6 inches

Quarter page horizontal ad:

Width: 7.5 inches

Height: 2.18 inches