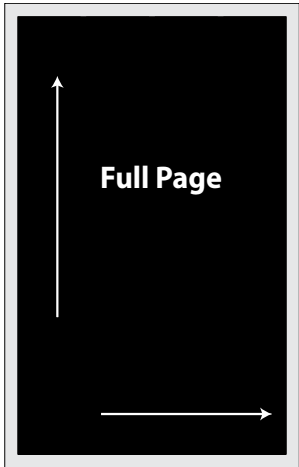




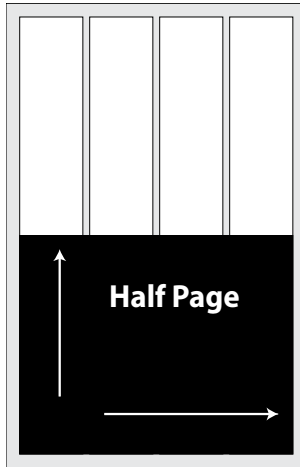
# The Shuttle

## ADVERTISING SIZES AND RATES

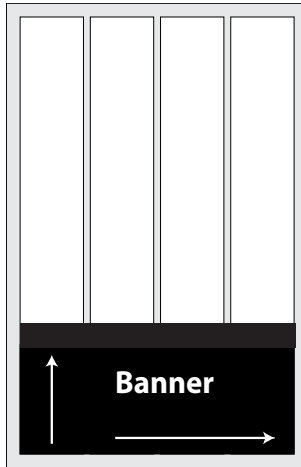
## PRODUCTION SPECS



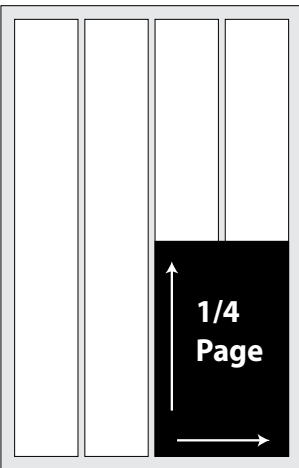
10" (4 columns) wide  
16" deep  
\$1,056 (\$809 B&W)



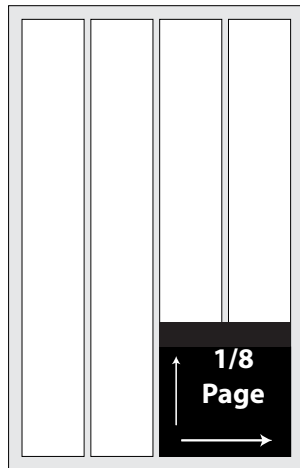
10" (4 columns) wide  
8" deep  
\$528 (\$404 B&W)



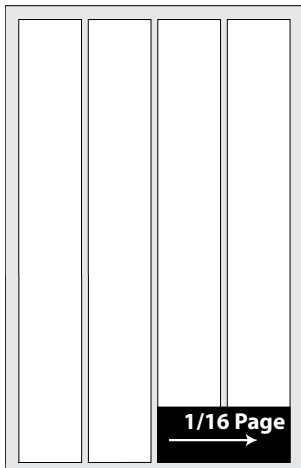
10" (4 column) wide  
4.875" deep  
\$264 (\$202 B&W)



4.875" (2 columns) wide  
7.875" deep  
\$231 (\$177 B&W)



4.875" (2 columns) wide  
4.875" deep  
\$132 (\$101 B&W)



4.875" (2 columns) wide  
2" deep  
\$66 (\$50 B&W)

- All artwork should be submitted in standard formats (PDF/JPG/EPS/TIF) and high resolution (300 DPI or better).
- Please make sure your ad is correctly sized.
- Type that is to print as black should be created with 100% black ink only.
- Color: Document, images and type must be **CMYK and contain no spot colors or RGB.** Do not include ICC profiles.
- When submitting PDF files, please make sure that **fonts are EMBEDDED and that the RESOLUTION is 300 DPI** or higher. Make sure the settings for PDF creation are set at the highest print quality. Do not include registration marks on final submitted PDFs.

### PLEASE DO NOT

SEND WORD DOCUMENTS. Make sure the ads are the correct size, then save your document as a pdf.

SEND IMAGES FROM the Internet; they are low resolution (72 DPI) and unsuitable for print.

SEND PUBLISHER FILES. We do not use Publisher and cannot accept Publisher files.

If there is a problem with your submitted ad (e.g. print quality, size, format, spelling), we will notify you as soon as possible.

### \*\*\* PLEASE NOTE \*\*\*

For a basic layout with two (2) proofs, there will be no additional charge. Proofs are for the correction of errors, but do not include design details. We are not responsible for making improvements on images. Numerous and/or extensive changes may result in an additional charge of \$5 per change.

Email ads to: [advertising@weaversway.coop](mailto:advertising@weaversway.coop)

**DEADLINE FOR SUBMITTING ADS:** The first day of the preceding month, e.g. July 1 for the August issue. For the Jan./Feb. 2020 issue, the deadline is Dec. 27, 2019; for July/Aug. 2020, June 29.

*If we do not have your ad or payment by these deadlines, we reserve the right to hold your ad.*

Got questions? Need help?  
Contact Shuttle Editor/Ad Coordinator Karen Plourde  
[advertising@weaversway.coop](mailto:advertising@weaversway.coop) 215-843-2350, ext. 135



# The Shuttle

## ADVERTISING CONTRACT

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_  
(This will be the name of your account.)

Name on check if different from business: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ WW Member #: \_\_\_\_\_  
(if applicable)

Email: \_\_\_\_\_

Address: \_\_\_\_\_

## PAYMENT

We accept payment by check or credit card (online only).

Make checks payable to Weavers Way Shuttle. Please include your customer number on the check. Mail to

**Weavers Way Co-op  
 Shuttle Advertising  
 559 Carpenter Lane  
 Philadelphia, PA 19119**

To pay by credit card, please log into our Member Center. (You will receive login credentials via email when you submit your contract.) Please note: We can no longer accept credit card payments over the phone. You must use your Weavers Way account.

**Advance payment required for initial or one-time ads.** Existing accounts will be invoiced. Please remit within 30 days of the publication date. Balances in excess of 30 days will be subject to a finance charge.

Discounts are only available for full prepayment of five months or more. You must be a member in good standing to be eligible for the additional Weavers Way member discount.

### ✓ SELECT YOUR AD

Prepayment discount for 5 or more issues: 10%.  
**(Weavers Way members get an additional 5%.)**

|                  | SINGLE INSERTION                 |                                | FIVE-MONTH PREPAY                |                                  |
|------------------|----------------------------------|--------------------------------|----------------------------------|----------------------------------|
|                  | Color                            | B&W                            | Color                            | B&W                              |
| <b>FULL PAGE</b> | <input type="checkbox"/> \$1,056 | <input type="checkbox"/> \$809 | <input type="checkbox"/> \$4,752 | <input type="checkbox"/> \$3,640 |
| <b>HALF PAGE</b> | <input type="checkbox"/> \$528   | <input type="checkbox"/> \$404 | <input type="checkbox"/> \$2,376 | <input type="checkbox"/> \$1,818 |
| <b>BANNER</b>    | <input type="checkbox"/> \$264   | <input type="checkbox"/> \$202 | <input type="checkbox"/> \$1,188 | <input type="checkbox"/> \$909   |
| <b>1/4 PAGE</b>  | <input type="checkbox"/> \$231   | <input type="checkbox"/> \$177 | <input type="checkbox"/> \$1,039 | <input type="checkbox"/> \$796   |
| <b>1/8 PAGE</b>  | <input type="checkbox"/> \$132   | <input type="checkbox"/> \$101 | <input type="checkbox"/> \$594   | <input type="checkbox"/> \$454   |
| <b>1/16 PAGE</b> | <input type="checkbox"/> \$66    | <input type="checkbox"/> \$50  | <input type="checkbox"/> \$297   | <input type="checkbox"/> \$225   |

5% additional discount for Weavers Way members prepaying five (5) or more issues.

✓ **IMPORTANT!** CHECK THE MONTHS YOU WISH YOUR AD TO RUN.  
**Ads are due the 1st of the month prior to publication, EXCEPT: Jan./Feb., Dec. 27; July/Aug, June 29.** (Publication date in parentheses subject to change.)

|  |  |
|--|--|
| <input type="checkbox"/> <b>September 2019</b> (Sept. 6)         | <input type="checkbox"/> <b>May 2020</b> (May 1)           |
| <input type="checkbox"/> <b>October 2019</b> (Oct. 4)            | <input type="checkbox"/> <b>June 2020</b> (June 5)         |
| <input type="checkbox"/> <b>November 2019</b> (Nov. 1)           | <input type="checkbox"/> <b>July-August 2020</b> (July 17) |
| <input type="checkbox"/> <b>December 2019</b> (Dec. 6)           | <input type="checkbox"/> <b>September 2020</b> (Sept. 4)   |
| <input type="checkbox"/> <b>January- February 2020</b> (Jan. 17) | <input type="checkbox"/> <b>October 2020</b> (Oct. 2)      |
| <input type="checkbox"/> <b>March 2020</b> (March 6)             | <input type="checkbox"/> <b>November 2020</b> (Nov. 6)     |
| <input type="checkbox"/> <b>April 2020</b> (April 3)             | <input type="checkbox"/> <b>December 2020</b> (Dec. 4)     |

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**advertising@weaversway.coop**

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