

# HARFORD'S HEART



The Harford County Magazine that's in Your Customer's Hands!  
*We Keep it Local!*

## Sizes and Specifications

HERE COMES THE BRIDE	
	Rates
Full Page .....	\$1325 per issue
Half Page (triple block) .....	\$900 per issue
Double Block .....	\$600 per issue
Single Block .....	\$300 per issue

### Artwork Origination

We advise that artwork is generated only in the following design programs: Quark, Photoshop, Illustrator, Freehand, InDesign and Acrobat. *Harford's Heart* cannot accept responsibility for any unwanted results from artwork originally generated in any other package.

### Artwork Specifications

Adobe Acrobat PDF files, print ready. Use press settings when exporting, 300 dpi resolution, **with all fonts and images embedded**. Convert all files to **CMYK**. Emailed files must not exceed 10 MB. We **do not** accept Word, Microsoft Publisher, Powerpoint and Excel documents.

### Submission

Send to: [sandy@harfordsheart.com](mailto:sandy@harfordsheart.com) Please include in the message area: name of advertiser, ad size, contact name and phone #.

If you have any questions please do not hesitate to contact the studio: 410.937.4296 or email [sandy@harfordsheart.com](mailto:sandy@harfordsheart.com)

### Ad Design

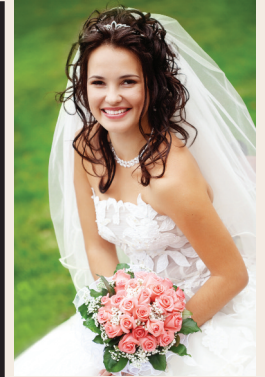
If you do not have a camera-ready ad, *Harford's Heart* will be happy to design the perfect ad for you. Ad design includes up to two proofs. Any additional changes or author's alterations will incur a design fee of \$80/hour, with a minimum charge of 1/2 hour. Payment is due when ad is approved.

### Late Charges

Any first round ad corrections submitted *after* the deadline will be corrected at an additional charge of \$80/hour, with a minimum charge of 1/2 hour.

#### full page

4.883" x 7.912"  
w/Bleed 6" x 9"  
Trim 5.5" x 8.5"  
Live Area 4.883" x 7.912"



Ask us about signing on for one year to receive amazing **FREE** add-ons like:  
Full page articles, online ads & social media blasts on our network of over 12,000 strong and growing!

#### half page (triple block)

4.883" x 3.699"

#### double block

4.883" x 2.466"

#### single block

4.883" x 1.233"



### Advertising Policies

- Copy changes must be received by deadline date or either the previous ad will run or a late charge will apply.
- The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason they fail to publish the advertisement. The publisher is not responsible for any errors, key numbers or other type set by the publisher.

- All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publishers' acceptance of such advertisements for publications, the agency and/or advertiser will indemnify and save the publisher harmless from claims or suits based upon the contents or subject matter of such advertisements.

Deadlines	Dec/Jan19	Feb/Mar	Apr/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan20
	10/19/18	12/21/18	2/15/19	4/19/19	6/21/19	8/23/19	10/18/19