



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

### Sizes and Specifications

<b>In the Fold Column Rates</b>		
<b>Ads are Placed in the Calendar of Events Section</b>		
	1x	6x
Full Column Vertical . . . . .	\$.740 . . . . .	\$.700 per issue
Half Column Vertical . . . . .	\$.385 . . . . .	\$.370 per issue
<b>Ask your Sales Associate how to qualify for additional discounts!</b>		

**full column (v)**  
2.56"w x 7.998"h

**half column (v)**  
2.56"w x 3.8"h

### 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 the name of advertiser, ad size, contact name and phone number.  
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.

### 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 publishers are not responsible for any errors, key numbers or other type set by the publishers.
- The publishers reserve the right to place the word "advertisement" with copy that in their opinion resembles editorial matter.
- All advertisements are accepted and published by the publishers 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 publishers harmless from claims or suits based upon the contents or subject matter of such advertisements.



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