Guidelines for ACUA Photo Contest
Calendar Advertisements

**Deadline to submit adverts:** April 1, 2019

1. Company is responsible for submitting a camera-ready layout.

2. Advertisements must include:
   a) Images of company fieldwork in keeping with the vision and mission of the photo competition
   b) Company Name
   c) Company Logo
   d) Company website address

3. Sizes for camera ready copy*, resolution and color format are as follows:
   o FULL PAGE: 10” x 7.5” (Landscape)
   o HALF PAGE: 4.75” x 7.5” (Portrait)
   o QUARTER PAGE: 4.75” x 3.5” (Landscape)
   o SPECS: JPG, **300ppi**, no file size limit otherwise **
   o Color Format: **RGB required**

*Finished Calendar Size: each page is 11 x 8.5 inches. A ½ inch border surrounds the page, as well as divides the half and quarter page advertisements. Camera ready copy must fit within the limitations noted above for each size purchased.

***“Resolution” should be 300ppi, but to ensure the best reproduction result, providing your graphics with the appropriate pixel dimensions is important. Quick rule of thumb: multiply the inches by 300 to get a pixel count – a 10” image should be 3,000px across, 4.75” should be 1425px, etc.

Email completed graphics to: Sheli Smith [sheli@pastfoundation.org](mailto:sheli@pastfoundation.org)
For questions: email Sheli or call 614-340-1208, 8am-4pm Central Time

**FAQ**
1) What is the cost and how many complimentary copies will I receive?
   - $1000 Advert (full page) 10 complimentary copies
   - $600 Advert (Half page) 6 complimentary copies
   - $350 Advert (Quarter page) 3 complimentary copies
2) When will I receive my complimentary copies?
   - They will ship to your office between October 16 and 31
3) Can I purchase additional copies at a reduced rate?
   - Yes, you can purchase directly through LuLu on the ACUA storefront at a **25%** conference discount plus shipping