



United Four Wheel Drive Associations

..... An International Organization

14525 SW Millikan Way #22622
 BEAVERTON, OREGON 97005-2343
 (619) 390-8747
www.ufwda.org

UFWDA Advertising Specifications

Name	Size (W x H)	1 Issue	2 Issues	3 Issues	4 Issues
Listing (Text Only)	3.75 x 1	\$ 75	\$ 140	\$ 190	\$ 225
Business Card	3.75 x 2	\$ 100	\$ 190	\$ 250	\$ 300
Quarter Page	3.75 x 5	\$ 300	\$ 570	\$ 775	\$ 900
Half Page Vertical (no bleed)	3.75 x 9.875	\$ 500	\$ 900	\$ 1,200	\$ 1,400
Half Page Horizontal (no bleed)	7.375 x 5	\$ 500	\$ 900	\$ 1,200	\$ 1,400
Half Page Vertical (bleed)	4.25 x 11.125	\$ 500	\$ 900	\$ 1,200	\$ 1,400
Half Page Horizontal (bleed)	8.5 x 5.625	\$ 500	\$ 900	\$ 1,200	\$ 1,400
Full Page	7.5 x 10.25	\$ 800	\$ 1,300	\$ 1,700	\$ 2,000
Full Page (Cover)	see specs below	\$ 1000	\$ 1,700	\$ 2,200	\$ 2,500

Cover Page Ad Specs	Size (W x H)
Back cover ad size includes bleed on top and both sides. The bottom of the ad will lead into white space for address	8.625" x 8.75"
Inside front or back cover or inside page with bleed	8.5" x 11.125
Inside front or back cover or inside page with NO bleed	7.5 x 10.25

All ads need to be in CMYK color and at 300 dpi.

Issue	Due Date	Est Date to Mailbox
3rd Quarter 2007	Jun 8, 2007	Jul 31, 2007
4th Quarter 2007	Sep 8, 2007	Oct 31, 2007
1st Quarter 2008	Dec 15, 2007	Feb 7, 2008
2nd Quarter 2008	Mar 15, 2008	May 7, 2008
3rd Quarter 2008	Jun 15, 2008	Aug 7, 2008
4th Quarter 2008	Sep 15, 2008	Nov 15, 2008

FTP Instructions:

site: [ftp.pubdesigns.com](ftp://pubdesigns.com)
 username: ftp_ufwda@pubdesigns.com
 password: (password required)

Contact Editor UFWDA Voice at editor@ufwda.org for current password and additional instructions.