

# TUNA News

TUNA News is the official newsletter of The Utah Nordic Alliance (TUNA), a non-profit organization which supports Nordic skiing in all its forms in the state of Utah. TUNA News is published six times a year. It is mailed to the members of The Utah Nordic Alliance and to participants of the Wasatch Citizen's Series — more than 1,200 active Nordic skiers. Eight hundred additional copies are distributed to touring centers and retail outlets in Park City, the Cottonwood Canyons, Ogden and the Greater Salt Lake Basin.

## ADVERTISING SALES

Please send ads to:  
 suzi@suzielmore.com  
 Suzi Elmore, Elmore Design  
 801-989-7360 cell

## AD GUIDELINES

Please prepare ads according to these guidelines. Incorrect or incomplete materials will result in poor quality ads. We will be happy to design your ad for you. Any questions can be directed to Suzi Elmore at suzi@suzielmore.com

1. All materials must be provided as digital files.
2. High resolution pdf or jpg files are preferable file formats.
3. Images should be in greyscale format, not RGB.  
 Images should be at least 300 ppi at the size used in the ad. Line screen for printing is 150 dpi.

## AD PLACEMENT

Business Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

e-mail \_\_\_\_\_ Phone \_\_\_\_\_

AD Size: \_\_\_\_\_ Issue  oct/nov  dec  jan  feb  mar  april

PAYMENT — Check one:  Bill me in Oct for Payment in Full  Bill me 1/2 in Oct and 1/2 in Feb  Bill me Monthly

\_\_\_\_\_  
 Name of Person Authorizing Ad Placement

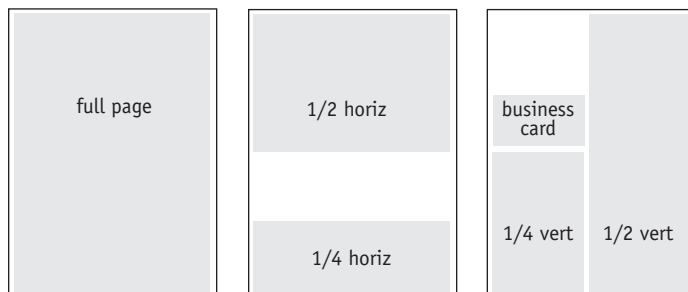
\_\_\_\_\_  
 Date

Send all invoices to the e-mail listed above

Use this alternate email \_\_\_\_\_  Send in US Mail

The Utah Nordic Alliance P.O. Box 9008 / Salt Lake City, UT 84109-0008 / www.utahnordic.com

## AD RATES AND SIZES



Size	Dimensions (w x h)	Single issue	4 x	5 or 6 x
Full page	7.5" x 9.5"	\$270	\$225	\$195
1/2 page vert	3.625" x 9.5"	175	145	125
1/2 page horiz	7.5" x 4.75"	175	145	125
1/4 page vert	3.625" x 4.75"	110	95	80
1/4 page horiz	7.5" x 2.75"	110	95	80
Business Card	3.5" x 2"	75	65	60

## 2016-2017 AD DEADLINES

ISSUE	DISTRIBUTION	AD PLACEMENT	AD DEADLINE
1	Oct 15	Sept 15	Oct 1
2	Dec 1	Nov 1	Nov 10
3	Jan 1	Dec 1	Dec 10
4	Feb 1	Jan 1	Jan 10
5	March 1	Feb 1	Feb 10
6	April 1	March 1	March 10

