

2009 HOSIERY NEWS & INSIDER ON-LINE Advertising Rates

The *Hosiery News and Insider* electronic version is emailed once a month, and is the official publication of **The Hosiery Association**.

	1-3 Months	4-7 Months	8-12 Months
¼ Page	\$500	\$400	\$350

For more information, contact:
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PRODUCTION MATERIALS/MECHANICAL REQUIREMENTS

Sizes

Horizontal – 350px (w) x 100px (h)

Vertical – 135px (w) x 400px (h)

File Types Accepted

Preferred PC jpg., .gif (MAC & PC based) jpg., .gif

Fonts

All FONTS must be converted to outlines. NO FONTS PLEASE

Ad Resolution

Ad artwork must be at 72 dpi resolution and flattened

Color & Design

No pantone or spot color accepted. Please convert all color to RGB

Production

Client to provide camera-ready artwork for advertisement. Alterations to submitted ads, including any camera work, design, layout and typesetting will be charged extra based on cost to publisher and are non-commissionable. Standard ad creation rate is \$75 per hour.

Closing Dates

Closing for all advertising insertion orders is one week prior to issue date

Marketing Opportunities

Please inquire about additional marketing opportunities involving THA events and programs.



FOR MORE INFORMATION, CONTACT:

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2009 **THA Website Advertising Rates**

The Hosiery Association’s Website (www.hosieryassociation.com) is a vital link to companies and individuals who are looking for their hosiery needs. This site is the official website of **The Hosiery Association**.

	1-3 Month	4-7 Months**	8-12 Months***
Horizontal ¼ Page	\$300*	\$240*	\$210*
Vertical ¼ Page	\$300*	\$240*	\$210*
<i>*per month</i>			
<i>**20% discount</i>			
<i>***30% discount</i>			

The Hosiery Association’s Web Banner Information

Web Banner ads can be created by THA. Production charges do apply. Materials must be supplied to THA or we can pull images from existing websites. Alterations to submitted ads, including any camera work, design, layout and typesetting will be charged extra based on cost to publisher and are non-commissionable. Standard ad creation rate is \$75 per hour.

Product specifications: Client to provide camera-ready artwork for advertisement

File Size and Format: GIF/JPEG: 72 dpi, 50k maximum, no more than 3 loops.

Submission: Advertising must be submitted in electronic format (diskette, CD or email). A printed hard copy is requested to accompany the ad file. Zip and Stuffit Files are acceptable.

Dimensions (maximums):

- **Horizontal:** 350 pixels wide by 100 pixels horizontal
- **Vertical** 135 pixels wide by 400 pixels horizontal

Conversion: 72 pixels = about 1 inch.