Annual Ad Booklet
Pricing & Guidelines

To ensure maximum quality and avoid printing problems, please follow these guidelines for creating your ads. Design your ad using one of the sizes.

- High resolution JPEG, PNG or TIFF files are preferred, although PDF files are also acceptable.

Ad sizes are shown on the following pages. Please follow dimensions under page graphic for correct size. Print bleed of .125 in will be taken into consideration.

For questions, email Amanda Ali at aali@wisdomwisconsin.org

$1000
full page color
width x height
8.5 in x 11 in

$800
full page b&w
width x height
8.5 in x 11 in

$500
half page color
width x height
8.5 in x 5.5 in

$400
half page b&w
width x height
8.5 in x 5.5 in

$250
quarter page color
width x height
4.3 in x 5.5 in

$200
quarter page b&w
width x height
4.3 in x 5.5 in

$125
1/8 page color
width x height
4.3 in x 2.8 in

$100
1/8 page b&w
width x height
4.3 in x 2.8 in