

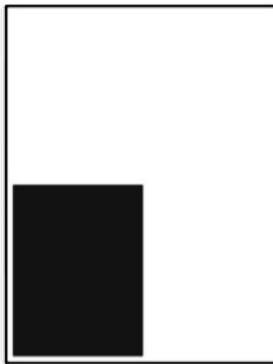
Support the Hudson Valley's latest culture rag and reach a select and discerning market – advertise in the new print magazine *CULTUREEL HV*.

## ADVERTISING FORM

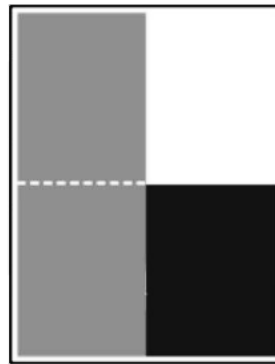
Business Name _____	Contact Name _____
Mailing Address _____	Tel: Business _____ Cell _____
City, State ZIP _____	Email _____



QUARTER-PAGE HORIZONTAL



QUARTER-PAGE VERTICAL



HALF PAGE



FULL PAGE

Select the **SIZE** of your Ad by marking your choice for **B/W** or **COLOR** and **ORIENTATION**

SIZE	B/W	COLOR	ORIENTATION	
¼ page	<input type="checkbox"/> \$ 175	<input type="checkbox"/> \$250	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical
½ page	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$550	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Vertical
Full page	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$950	Vertical Only	

### ADVERTISEMENT FILES:

Ad files may be a .PDF file or 300 dpi .JPG file. If you need assistance supplying or building your ad, please contact us at your earliest convenience. Copy ready (finished) ads may be emailed to:

[Publisher@CultureelHV.com](mailto:Publisher@CultureelHV.com)

Please submit this form with payment (check or money order) by **JULY 1<sup>st</sup>, 2026** to:

CULTUREEL Magazine, P.O. Box 127, Kinderhook, NY 12106

Email us: [Publisher@CultureelHV.com](mailto:Publisher@CultureelHV.com)

## ADVERTISING MATERIAL SPECIFICATIONS

### IMAGE & AD REQUIREMENTS:

- Digital photos must be ready to print
- All B/W ad images must be saved as Grayscale TIFF or EPS – 300 dpi minimum
- Color ad images must be saved as CMYK – 300 dpi minimum
- “Styled” fonts are not compatible—please choose italic or bold typeface versions

### SENDING FILES:

- Provide files via email, online upload (i.e., WeTransfer), or on thumb drive/CD

### PDF FILES:

- Press Quality PDF files are acceptable, as are PDF/X-1a:200(X).
- All fonts must be embedded
- 300 dpi minimum resolution
- CMYK or grayscale images

### PREFERRED MAC FILE FORMATS:

- Adobe InDesign, with images, graphics, and complete font sets

### ACCEPTABLE MAC FILE FORMATS:

- Illustrator CS5 or earlier – files saved as Illustrator PDF or EPS with all placed files embedded and included. Fonts converted to “no outline”
- Photoshop CS5 or earlier – saved as Photoshop PDF or TIFF or EPS
- Mac files created from other applications – please convert to 300 dpi grayscale TIFFs in Photoshop

### PC FILE FORMATS:

- TrueType or OpenType fonts are generally compatible with our Mac production process; many PC fonts are not always cross-platform and can be unreadable
- PC fonts that are incompatible will be matched by our production but may not be a perfect match
- PC created ads should be converted to Press Quality PDF or 300 dpi TIFF

### FILE FORMATS NOT ACCEPTED:

- Pagemaker
- MS Word
- PowerPoint

### CHANGES/PHOTO SCANNING/PRODUCTION DESIGN SVC, etc:

- Contact us for price quotes regarding changes
- We can create ads from your provided photos, logos, prior ads, etc.

