

Spring Craft Weekend Program Advertising Purchase Form

Space Commitment and Payment Deadline: March 16
Deadline for Name recognition in Tribute Ad: March 23
Final Deadline for Ad Art: March 23

Please note all copy is subject to approval by the Spring Craft Weekend Committee.



Text-Only Ad Content

Message text is due with space commitment and payment.

- For All-Text ads, we will format your copy for the space you have purchased. We will contact you if edits are required for space issues.
- There is no specific template. For example, the message could contain: [Your Name] congratulates [Honoree] on [Award], but variations and other messages are allowed.
- Please make sure your entire message is spelled correctly! You will not see a proof.
- If you want to include a photo, the ad must be prepared as camera-ready artwork; please see specifications below.

Print-Ready Ad Art

When camera-ready artwork is provided:

- Electronic file must be .jpg or .pdf at press resolution (300dpi at actual size.)
- CMYK, Black & White or Grayscale only.
- No Pantone or spot colors.
- All fonts and images must be embedded.
- For Bleed full page ads, please add 1/8" beyond trim on all sides. Trim is 5.5" x 8.5". Safety area is 4.875" x 7.75".
- Files small enough for email should be sent to craftquarterly@jra.org
- Larger files may be sent via Dropbox or Google Drive.

Questions?

Email craftquarterly@jra.org

Full Page

4.875" wide x 7.75" high
\$500

1/4 Page

2.25" wide x 3.75" high
\$125

1/2 Page

4.875" wide x 3.75" high
\$250