

## RPA Journal Ad Prices and Sizes

**Full Page:** \$195 per issue 7" wide x 9.5" high

**1/2 Page:** \$110 per issue Vertical: 3.375" wide x 9.5" high Horizontal: 7" wide x 4.625" high

**1/4 Page:** \$65 per issue Vertical: 3.375" wide x 4.625" high Horizontal: 7" wide x 2.125" high

**Business Card:** \$35 per issue Vertical: 2" wide x 3.5" high Horizontal: 3.5" wide 2" high

### **If You Don't Have Camera-ready Artwork**

The RPA Journal art department will be happy to create your ad for you at special discounted rates, such as:

**Scan business card or photo:** \$5 per image

**Ad design:** @\$55 per hour, (typically a full page ad will run about \$75) Keep in mind that a full page ad can be repurposed as a flyer and vice versa.

**Logo Design:** \$150-\$300

### **Contact Information:**

Marilyn or Andrew Adleman email:  
RPAJournal@RPAmembers.org

310-376-3840

fax: 310-878-0440

### **Send materials to:**

**Email:** RPAjournal@rpamembers.org

**Postal Mail:** Purple Fish Media 409 N. Pacific Coast Highway #680 Redondo Beach, CA 90277

## **IMAGE SPECIFICATIONS**

**BUSINESS CARDS:** (3.5 X 2")

Program Photoshop or Illustrator Mac or PC

Color Mode Black and White

Image Format            EPS or TIF  
Resolution            no less than 300 dpi for greyscale/no less than 600 dpi for line art

**LOGOS:**

Program                Photoshop or Illustrator Mac or PC  
Color Mode            Black and White  
Image Format            .eps, .tif or .pdf  
Resolution            no less than 300 dpi for greyscale/no less than 600 dpi for line art

**PHOTOS:**

Program                Photoshop Mac or PC  
Color Mode            Black and White  
Image Format            TIF  
Resolution            no less than 300 dpi

**Layout:**

Program                QuarkXpress, Photoshop, Illustrator or .pdf ONLY, no other format  
Color Mode            Black and White  
Fonts                    You must provide screen and printer fonts used in the ad

**Sending Files by mail:**

In cases where the files are too large to email or you want us to do the design work, please send all materials to:

Purple Fish Media, 217 Palos Verdes Blvd, #114, Redondo Beach, CA 90277