



## Step 1: Select Ad Size

	GFWC Member Ad Rates	Non-Member Ad Rates
Full Page 8" x 10.5"	\$550	\$1,025
1/2-Page (Horizontal) 8" x 5"	\$325	\$525
1/4-Page (Vertical) 3.75" x 5"	\$175	\$275

All ads will be printed using a four-color process. Black and white ads are also accepted.

## Step 2:

Having GFWC design  
an ad for you?

OR

Designing your  
own ad?



### SUBMISSION GUIDELINES

- Send ad text and one high resolution image to Design & Publications Manager Candice Gill, CGill@GFWC.org
- Text Limit: Full Page (45 words or less), Half Page (30 words), Quarter Page (25 words or less)
- Requests will not be processed until we have received the ad commitment form.

### ARTWORK SUBMISSION GUIDELINES

- Send artwork to CGill@GFWC.org.
- High-resolution (300 DPI), print-ready PDF or EPS files are preferred. All art and fonts used in the file must be embedded.
- Any ad using GFWC Emblems must be updated to match current branding
- Recommended programs: InDesign, Photoshop, or Illustrator.

NOTE: Microsoft Office (Word, PowerPoint, Publisher) generated-files cannot be used. Additionally, if you are using a free online design program, please ensure it will meet the size and resolution specifications.

## Buy-A-Line

If you're interested in purchasing a Buy-A-Line message, check the appropriate box on page 3.

Text for Buy-A-Line messages can be sent to CGill@GFWC.org. Please submit a Word Document or in email body.

Buy-A-Line 100 character limit per line (including spaces) exclusively for GFWC members	\$30 per line
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### AD SUBMISSION AND PAYMENT DEADLINE FOR ALL AD TYPES

GFWC Headquarters must receive payment, the ad commitment form, and accompanying text (or ad if you're designing your own) by **April 1, 2024**, for inclusion in the official Convention Program.

# 2024 CONVENTION PROGRAM

## AD COMMITMENT FORM

**FULL PAGE - 10.5" x 8"**  
45 words or less



**HALF PAGE - 5" x 8"**  
30 words or less



**QUARTER PAGE**  
**3.75" x 5"**  
25 words or less

**COLORS WILL BE ROTATED FOR ALL ADS**

GFWC Designer will choose blue, gray, or red background based on photo provided

# 2024 CONVENTION PROGRAM AD COMMITMENT FORM

Complete this form and return with payment and artwork to Candice Gill, Design & Publications Manager  
Email: CGill@GFWC.org

Mail: GFWC  
Attn: Convention Program Advertising  
1734 N Street NW  
Washington, DC 20036-2990

Organization Name \_\_\_\_\_

☐ Individual ☐ Club ☐ District ☐ State Federation ☐ GFWC Region

☐ Other (describe) \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Email \_\_\_\_\_

Program Ad

Designed  
By GFWC

Designing  
my own

Full Page - \$550

☐☐

Half-Page - \$325

☐☐

Quarter-Page - \$175

☐☐

Buy-A-Line - \$30 (100 character limit— including spaces)

Header: \_\_\_\_\_

Text: \_\_\_\_\_

Total amount due: \$ \_\_\_\_\_

## AGREEMENT

Please note that payments can be made via check or credit card. Returned check fees are the expenses of the sender.

Approval of ad proof is final.

In order to guarantee a space, payment and order must be received by **April 1, 2024**, otherwise your advertisement will be cancelled automatically.

Signature of Agreement: \_\_\_\_\_

## PAYMENT OPTIONS

☐ Credit Card. If you are emailing the commitment form, the payment invoice and link for Credit Card payment will be sent once artwork is approved. payment is due by **April 1, 2024**.

A \$3 service charge will be applied to credit card payments.

☐ Check. My check is enclosed and payable to GFWC. Put "Convention Program Ad" as Memo.