Support the Columbia County Historical Society and reach a select and discerning market – advertise in our biannual magazine *Columbia County History & Heritage*. Your support helps us keep Columbia County’s history alive for the public.

### ADVERTISING FORM

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<tbody>
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<td>Tel: Business</td>
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<tr>
<td>City, State ZIP</td>
<td>Email</td>
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Please select the SIZE desired by marking your choice for INK TYPE and FORMAT

<table>
<thead>
<tr>
<th>SIZE</th>
<th>B/W</th>
<th>COLOR</th>
<th>FORMAT</th>
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<tr>
<td>¼ page</td>
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<td>Full page</td>
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**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 adv@cchsny.org at your earliest convenience. Copy ready (finished) ads may be emailed to adv@cchsny.org, subject line: “Magazine”.

Please submit this form with payment (check or money order) by **SEPT 18** to:

CCHS Magazine, P.O. Box 311, Kinderhook, NY 12106

Email us: adv@cchsny.org
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 on CD, via email, or online upload (i.e., Dropbox)
• All ads must be accompanied by printed file, either emailed PDF or paper printed

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 CS5, with images, graphics, and complete font sets
• Please include a printed copy of your ad

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, as many PC fonts are not always cross-platform and are often 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
• CorelDraw
• MS Word
• WordPerfect
• Microsoft Publisher
• PowerPoint

CHANGES/PHOTO SCANNING/PRODUCTION DESIGN SVC, etc:
• Contact us for price quotes regarding changes and/or ads to be created from your provided photos, logos, prior ads, etc.