

2009 HOSIERY NEWS & INSIDER ON-LINE Advertising Rates

The *Hosiery News and Insider* electronic version is emailed monthly, and is the official publication of **The Hosiery Association**.

	1-3 Months	4-7 Months	8-12 Months
¼ Page	\$500	\$400	\$350

For more information, contact:
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PRODUCTION MATERIALS/MECHANICAL REQUIREMENTS

Sizes

Horizontal – 511px (w) x 146px (h)

Vertical – 168px (w) x 479px (h)

File Types Accepted

Preferred PC jpg., .gif (MAC & PC based) jpg., .gif

Fonts

All FONTS must be converted to outlines. NO FONTS PLEASE

Ad Resolution

Ad artwork must be at 72 dpi resolution and flattened

Color & Design

No pantone or spot color accepted. Please convert all color to RGB

Production

Client to provide camera-ready artwork for advertisement. Alterations to submitted ads, including any camera work, design, layout and typesetting will be charged extra based on cost to publisher and are non-commissionable. Standard ad creation rate is \$75 per hour.

Closing Dates

Closing for all advertising insertion orders is one week prior to issue date

Marketing Opportunities

Please inquire about additional marketing opportunities involving THA events and programs.