



## FRP 2014 Advertisement Specifications

**Deadline: Friday 10 October 2014**

**Please e-mail the Ad in WORD or PDF format to:**

**Share and Care Office: [info@shareandcare.org](mailto:info@shareandcare.org)**

**Tel: 201-262-7599**

### **Full Page Ad: \$700 in Black & White**

- ❖ Available Paper size: Wide 8 ½" x 11" Tall
- ❖ Layout: **Vertical**
- ❖ **Margin:** Left 5/8" = 0.625  
Right 5/8" = 0.625  
Top 5/8" = 0.625  
Bottom 3/4" = 0.75

### **Half Page Ad: \$400 in Black & White**

- ❖ Available Paper size: Wide 8 ½" x 5 ½" Tall
- ❖ Layout: **Horizontal (A MUST Requirement)**
- ❖ **Margin:** Left & Right 5/8" = 0.625  
Top 5/8" = 0.625  
Bottom 3/4" = 0.75

### **Inside Front and Back Covers: \$ 2,500 in Color**

- ❖ Same as Full Page Ad:
- ❖ Available Paper size: Wide 8 ½" x 11" Tall
- ❖ Layout: **Vertical**
- ❖ **Margin:** Left 5/8" = 0.625  
Right 5/8" = 0.625  
Top 5/8" = 0.625  
Bottom 3/4" = 0.75

### **Back Cover: \$5,000 in Color**

- ❖ Available Paper size: Wide 8 ½" x 7 ½" Tall
- ❖ Layout: **Vertical**
- ❖ **Margin:** Left 5/8" = 0.625  
Right 5/8" = 0.625  
**Top 3 ½" (Postal requirement for Address Label, Return Address and Mailing Permit)**  
Bottom 3/4" = 0.75