



# Geneva Lake Women's Association

Raising Funds ~ Raising Hopes ~ Raising Spirits

## GENEVA LAKE WOMEN'S ASSOCIATION TASTE OF LAKE GENEVA IV COOKBOOK

### TIPS FOR PREPARING AD COPY

1. The clearer and crisper the original, the better it will appear in the cookbook. The following are the best ways to submit an ad for the GLWA Cookbook:
  - a. *Original* color or black and white photos
  - b. Digital photos saved as tiff or eps files at *300 dpi*.
  - c. Sharp black in drawing, black and white line art using a *quality laser printer*,
  - d. Photoshop files saved as *300 dpi* or Illustrator files.
2. Business cards or ads with dark or colored backgrounds will not print as well as those on light or white backgrounds.
3. An ad printed with an inkjet or laser jet printer will reproduce a little blurry.
4. A copy of a photo that is in another ad you're running or on a business card will not be perfectly crisp like an original would be.
5. All marking will show - so please do not put tape on or a staple through, any part of your ad.
6. All ads will appear in the book in black and white, so please consider that when choosing pictures, graphics, etc., for your ad.

### A Taste of Lake Geneva IV – Ad Pricing

Full Page – approx. 4 ¼” wide x 7 ¼” tall	\$150.00
Half Page – approx. 4 ¼” wide x 3 ½” tall	\$100.00
Quarter Page – approx. 4 ¼” wide x 1 ¾” tall	\$ 75.00
Member Ad – approx. 4 ¼” wide x 1” tall	\$ 25.00

Questions? Please call Nancy Douglass at 262-249-9600 x106

**Please submit ad and payment, no later than January 30, to:**

**GLWA, PO Box 671, Lake Geneva, WI, 53147**

Thank you for your support!