

Guidelines for Catalog Advertisements

State of the Art will gladly include advertisements in our catalogs provided they are camera-ready. Camera-ready art has a **completed layout and format** before it reaches us. Simply, it is exactly the way it will appear in the catalog, ready to be run through a copier, **on 8 ½" x 11" paper**. **No loose business cards, loose ads, or 8 ½" x 11" pages with ads pasted or taped to them will be accepted.**

Any office supply store with a copy center would be able to compile your ads, but Kinko's is recommended. The **order of the ads must also be noted**, marked in pencil with numbers on the back of the pages or with a separate page indicating the order.

Ads must be **submitted and in the office the Friday two weeks prior to the show date**. If they are not received in this time frame, they cannot be guaranteed inclusion in the catalog.

The only way that we will now accept ads is by **postal mail** (United States Postal Service) or **express mail** (UPS, Federal Express, Airborne, etc.). We do not accept faxed or e-mailed ads.

The party responsible for the ads must **submit all of the ads that are to be included in that catalog at one time**, with all of the correct information. Once the ads are submitted, **no changes will be accepted**.

As we are not a printing company, please understand that the facilities we have available may not produce the exact result expected. The more gradient and detail in the ad, the less likely it is that you as a chairperson will be pleased with the final catalog ads.

We understand that these ads generate excitement for your group as well as acknowledge the sponsors and volunteers that have worked so diligently to make the event a success. We hope that our combined efforts will benefit your organization and the sponsors included in the catalog!

Attached are samples of acceptable ads.