

Preparing Digital Ads

Digital ads must meet the requirements below. Ads that do not meet these requirements will be charged a minimum of \$50. PC or Macintosh files of artwork can be submitted on CDs or by email to: ads@echo-ca.org (if the total email does not exceed 5MB; for larger files call for details). Digital files must be accompanied by a black and white or color proof.

We prefer ads submitted as Adobe Encapsulated PostScript (EPS) files. We accept digital files submitted in the following formats in order of preference:

- Adobe Encapsulated PostScript (EPS) (version 10 or earlier)
- QuarkXPress (version 6.x or earlier)
- TIF or EPS 300 dpi (grayscale and CMYK images only)

- TIF 1-bit black & white 1200 dpi (text and line art only)

Guidelines for Preparing EPS Files

Imported Art and Images

Placed art images and logos (EPS or TIF) must be CMYK or grayscale and at least 300 dpi. Place the image in the EPS file, and embed the image in the EPS file.

Creating Files in Adobe Illustrator

When creating artwork in Adobe Illustrator (File>New), set the Color Mode to CMYK and the Artboard width and height to the size of the ad (include additional space for bleeds, if used).

Delete Color Swatches (CMYK only)

In the Swatches tool box, delete all swatches so that spot colors will not be imported into the final document.

Convert Text to Outlines

All text within files must be converted to outlines with the outline set to zero to eliminate the need for fonts. Select (Edit>Select All) and go to (Type>Create Outlines).

Set Color to CMYK (CMYK only)

Set all colors within the document to CMYK. (Filter>Colors>Convert to CMYK)

Set Black Text to Overprint

Set black text to overprint. (Filter>Colors>Overprint Black)

Save as EPS

Save file as Illustrator EPS (File>Save As). A second dialog box EPS Format Options appears. Under Compatibility,

select "Illustrator 10" (or less) and click OK.

Set Preview

In the second dialogue box, EPS Format Options, make sure that Preview is set to 8-bit Macintosh (Macintosh only). For Windows version of Adobe Illustrator save with 8-bit TIF Preview.

Set EPS Format Options

In the second dialogue box, make sure that you uncheck the options "Include Document Thumbnails" and "Include Document Fonts," but that the option "CMYK PostScript" is checked and "PostScript Level 2" is selected in the drop down menu.

CMYK Coverage Settings

For four-color advertisements the sum percentage of tone values should not exceed 320% (with proper gray balance); and no more than one color should be solid.

Advertisement Sizes and Formats



FULL PAGE
8 1/2 X 9 3/4

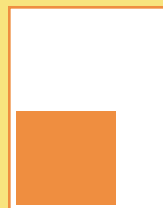
2/3 PAGE
5 1/2 X 9 3/4
vertical

HALF PAGE
8 1/2 X 4 13/16
horizontal

HALF PAGE
5 5/8 X 7 1/4
island



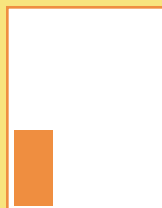
1/3 PAGE
2 3/4 X 9 3/4
vertical



1/3 PAGE
5 5/8 X 4 13/16
square



1/6 PAGE
5 5/8 X 2 3/8
horizontal



1/6 PAGE
2 3/4 X 4 13/16
vertical

ECHO Journal Mechanical Specs

Trim Size: 9 x 10.75 inches

Bleed: Allow 0.125 inch on all sides.

Page Size: 8.5 x 9.75 inches



Executive Council of Homeowners
1602 The Alameda, Suite 101
San Jose, CA 95126-2308
Tel: 408-297-3246
Fax: 408-297-3517

Advertising Requirements

What is offset printing?

A printing technique whereby ink is spread on a metal plate with etched images, then transferred to an intermediary surface such as a rubber blanket, and finally applied to paper by pressing the paper against the intermediary surface. Most print shops use offset printing to produce large volumes of high-quality documents.

What do you mean by four-color printing?

Offset printing uses a standard color model known as CMYK. This acronym is short for Cyan-Magenta-Yellow-Black and pronounced as separate letters. The primary pigments of cyan (a blue-green), magenta (a dark pink) and yellow plus black are combined. Offset printing uses inks of these four basic colors to produce full-color documents such as the *ECHO Journal*.

What are spot colors?

Black is the only color included in the base price of an ad. Since these ads appear to have two colors, black and white (from the color of the paper), we call them "black and white" ads.

Some advertisers like to use a color other than black. This requires additional preparation for the press, and hence why we charge extra for spot colors.

What are the requirements for submitting ads?

We require advertisements to be submitted as either digital files or camera-ready artwork.

We accept digital files submitted in the following formats in order of preference:

- Adobe Encapsulated PostScript (EPS) (version 10 or earlier)
- QuarkXPress (version 6.x or earlier)

- TIF or EPS 300 dpi (grayscale and CMYK images only)
- TIF 1-bit black & white 1200 dpi (text and line art only)

For four-color advertisements the sum percentage of tone values should not exceed 320% (with proper gray balance); and no more than one color should be solid.

What is camera-ready art?

This is original artwork suitable to be scanned for use in offset printing—hence the term "camera-ready." This means that the original appears as "clean" as possible. Any defects in the original will not only be reproduced in the printing, but may even appear worse. Therefore, we will not accept documents that are photocopied or faxed. In some cases we can accept laser-printed art when it has been printed on a laser printer at 600 dpi or greater.

Note: There is a \$50 charge to scan your camera-ready artwork.

Advertisers may retrieve submitted materials any time up to one year after initial publication. All material is destroyed without notice 12 months after first use.

Can I submit a photo and text for my advertisement?

The *ECHO Journal* is being produced with the latest technology in desktop publishing. We can take your ideas and make them look as you wish, but it will require some manipulation by our graphic designers for the proper format.

Our process involves producing pages on the computer, printing out drafts on a laser printer, and then printing the final version. There is a minimum charge of \$150 to produce an advertisement.



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Advertising Rates

Ad Sizes

Prices per insertion

Insertion per Contract

1x

3x

6x

12x

Full Page

1,090

1,040

955

865

Inside Front Cover

1,210

1,145

1,050

945

Inside Back Cover

1,210

1,145

1,050

945

2/3 Page

925

840

765

720

1/2 Page

735

705

625

580

1/3 Page

605

560

510

460

1/6 Page

365

345

320

290

Non-Members: Add 5% to the Above Prices

Color Ad Placement

Add \$100 for each spot color per page or fraction of a page. For four-color process add \$300 per page or fraction of a page.

For guaranteed placement other than the cover pages, add 15% to the above ad rates.

Note: ECHO offers a 5% discount to advertisers who pay for their entire one-year advertising contract in advance.

Marketplace Ad Rates

Black and white ad with dimensions of 2-3/4 inches wide by 1 inch tall: \$60 per insertion. Marketplace Ads must run a minimum of six consecutive issues.

For Display Advertisers in the same issue: \$30 per insertion



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Conditions Terms

All advertisements for *ECHO Journal* are accepted and published by ECHO on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify, and hold ECHO harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation or right of privacy or publicity, plagiarism, copyright or trademark infringement, and any claims or suits that may arise out of publication of such advertisement.

ECHO reserves the right to reject or exclude advertising copy that in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise

inappropriate or incompatible with the character of this publication.

ECHO is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any manner.

Orders are subject to the terms and provisions of our current Advertising Rates. We reserve the right to change the rates upon notice. Contracts may be canceled at the time a change in rates become effective without incurring a short rate adjustment provided the contract rate has been earned up to the date of cancellation.

Closing Date

The closing date for insertion orders and advertising materials is 45 calendar days before the first day of the publication month. Orders canceled after the closing date will be billed.

Cancellation

Cancellations of insertion orders or advertising contracts must be given in writing and notice must be sent to the ECHO office before the closing date of the issue to be canceled.

Payment

Accounts are payable on receipt of invoice and become delinquent 30 days after invoice date. Delinquent accounts will be assessed a service fee of \$10.00 per month.

First Time Advertisers

All first time advertisers are required to pay the first month's insertion with the order, regardless of contract duration.

Use of the ECHO Logo

Advertisers who are ECHO members may use an authorized reproduction of the ECHO logo in their ads.

Advertising Agencies

Recognized advertising agencies are eligible for a 15% commission provided that:

1. The account is kept current, i.e. paid within 30 days, of billing date. Failure to keep account current will result in forfeiture of 15% commission. In the event that the client defaults in payment to advertising agency, the agency remains liable for payment of all charges to ECHO.
2. Advertising agencies must furnish the names, telephone numbers and addresses of two current media accounts (may be electronic or print).
3. ECHO reserves the right to require any agency to submit a Statement of Financial Responsibility prior to placement of advertising.



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Advertising Agreement

I, _____, an authorized agent of _____

Print or type name

Company

Street or Post Office Box

City, State, ZIP

do hereby subscribe for advertising in the ECHO monthly magazine, *ECHO Journal*.

Size of Ad: _____ Dimensions: _____

Special Placement (extra cost involved) _____

Total Number of Insertions: _____ Insertion Frequency: _____

Number of Colors: _____

Rate per Insertion: \$ _____ Payment enclosed: \$ _____

For display ads and accompanying classified ads, first month is payable in advance. For classified ads alone, six months is payable in advance. Checks must be made payable to ECHO.

Ad copy is: _____ Enclosed _____ To be submitted by _____

All art mechanical requirements and the terms and conditions set forth in the *ECHO Journal* Media Kit apply fully and are a part of this contract. All publication rights, reproduction rights and copyrights (excepting trademarks) are the property of ECHO unless otherwise noted in this contract. Billing for the publication will be on the 18th of each month prior to publication of the magazine. Accounts are payable on receipt of invoice and become delinquent 30 days after invoice date. Delinquent accounts will be assessed a service fee of a minimum of \$10.00 per month. Advertisers shall be held liable for all costs incurred to collect delinquent funds including late fees, collection fees, attorney fees and court costs. ECHO reserves the right to reject any advertisement copy. In the event copy is not submitted by the closing date, ECHO is authorized to insert copy of its choosing and the advertiser shall remain liable for the cost of the space.

APPROVED AND AGREED TO THIS ON THE _____ DAY OF _____

ECHO
Executive Council of Homeowners

Company Name

Authorized Name

By _____

Authorized Signature

By _____



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