

# EPIAn *ways* Newsletter Ad Specs

The EPIAn Ways publishes and distributes its newsletter approximately six times a year. It is mailed to our members, and is placed at businesses and public venues throughout Echo Park.

There are a variety of formats in which your ad can be published, see the below sizes. Advertising can be bought on an issue-by-issue basis, or for multiple issues. Call or email us for discounts on multiple issues. If you need an ad designed for you, please inquire by emailing us at [EPIAmail@yahoo.com](mailto:EPIAmail@yahoo.com)

**Are you a new business in Echo Park?** Take advantage of the EPIAn Ways new business special and receive one free 1/8 page ad !

## SIZES AND RATES:

**1/8 Page** (business card size)..... \$40 per issue  
3.6" wide x 2.2" tall

**1/4 Page**..... \$60 per issue  
3.6" wide x 4.5" tall

**1/2 Page**..... \$105 per issue  
7.5" wide x 4.5" tall

**Full Page** ..... \$210 per issue  
7.5" wide x 9.16" tall

To reserve your ad space, call, write or email us.

## Other Specifications

**Bleeds/Trim:** No bleeds needed. Live matter should be within 1/8" from trim.

**Color:** All color ads supplied must be CMYK. Color ads will only be available for the online version of the newsletter, while the ad will be converted to black and white for the printed version.

**File formats:** Hi-Res PDFs (no printers marks needed), JPGs, Vector art in Illustrator EPS format (CS3 or below). All files must be hi-res at 300dpi.

Please email your ad to us at [EPIAmail@yahoo.com](mailto:EPIAmail@yahoo.com)

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**1/4 Page**  
3.6" wide x 4.5" tall

**Full Page**  
7.5" wide x 9.16" tall

**1/8 Page**  
3.6" wide x 2.2" tall

**1/2 Page**  
7.5" wide x 4.5" tall