



PO BOX 1416
NEVADA CITY, CA 95959

ADVERTISING: MAXIMA KAHN
(530) 273-3566
MAXIMA@SQUAWVALLEYWRITERS.ORG

~ NEWSLETTER ADS: *Ad sizes are based on a 2-column, 5 1/2" x 8 1/2" page. All ads are black-and-white.*

Full page (vertical)—\$275
4.75" wide x 7.65" high

Half page (horizontal)—\$175
4.5" wide x 3.75" high

Half page (vertical)—\$175
2.2" wide x 7.57" high

Quarter page (vertical)—\$105
2.2" wide x 3.75" high

- **Ads must be correct size and format.**
- **Ads must be black-and-white (grayscale) for *Omnium*.**
- **We accept PDF, TIF, EPS, or JPEG files.** Be sure to save PDFs and JPGs at [highest resolution](#) setting.
- **Ads should be 300 dpi.**
- **Include your website address if you want us to provide a link from your ad in the online version of the *Omnium*.**

IF YOU NEED HELP WITH DESIGN:

We will design any ad for you at no charge, using our pre-designed layouts, if we are supplied with the exact text, image of the book cover, and the publisher's logo and URL to link to if desired. All of these should be submitted together in a single email. *We use our best judgement on design.*

DISCOUNTS:

We offer 10% off if you purchase an ad in the *Omnium* with an email or website ad.

THE COMMUNITY OF WRITERS AT SQUAW VALLEY ADVERTISER INFORMATION - PAGE 1

Ads are available:

- in the *Omnium Gatherum & Newsletter* (ad info this page)
- in our email blasts (ad info next page)
- on the pages of our website: www.squawvalleywriters.org (ad info next page)

OMNIUM GATHERUM & NEWSLETTER - 2010-11 ISSUE

WHAT IT IS: The *Omnium Gatherum & Newsletter* is published once a year by the Squaw Valley Community of Writers. Filled with news about our programs and events, as well as notices of recent publications by past participants and staff, along with lively profiles, interviews and articles about writers and writing, the *Omnium Gatherum & Newsletter* acts as a forum for the exchange of news between past, current and future members of the Community of Writers, and presents a portrait of the activities of this community. The Squaw Valley Community of Writers is a non-profit corporation. Your advertising helps defray the costs of producing this newsletter. **See the latest issue of the *Omnium* at www.squawvalleywriters.org/newsletter.htm**

Issue 15 will again be a bound, printed journal, which will also be available on our website as a downloadable PDF in an easy-to-print format. The printed *Omnium* is an elegant 5.5" x 8.5" booklet printed in black-and-white on matte paper with a card-stock cover and saddle-stitched.

The printed *Omnium* will be mailed to our list of over 3,000 addresses of past participants, staff and friends. The PDF of the *Omnium* will be available year-round on our website. The website received approximately 17,000 unique hits last year from members of the literary community, and this number continues to grow.

READER PROFILE: Our readers are published and unpublished writers, poets, agents, editors and friends of the writing community, including past participants and staff of the Community of Writers, many of whom return over many years, forming close ties. The Community of Writers mailing list has been meticulously maintained over the 38 years of our workshops in Fiction, Poetry, Screenwriting and the Art of the Wild. The *Omnium* is mailed to over 3,000 past participants, staff and friends. Our email list, currently at over 2,000 addresses, is a highly concentrated group of book readers and buyers from all over the country, who have specifically elected to receive the newsletter. We send a colorful email announcement, which outlines the articles of interest with a link to the online version of the newsletter.

LINKS TO YOUR SITE: In the online version of the *Omnium* and in our web and email ads, we provide hyperlinks from the ads to the website of your choice.

DEADLINES:

December 1— Reserve ad space and/or submit text and images for ads designed by us.

December 31— Submit print-ready ads.

We plan to publish in February-March 2011.

PAYMENT: Payment in advance is appreciated. Invoices will be issued. Payment is due within 30 days from the date of invoice. **Please make check payable to "Community of Writers" and mail to: Community of Writers, PO Box 1416, Nevada City, CA 95959**

PLEASE SEND YOUR ADS OR AD MATERIALS TO:
maxima@squawvalleywriters.org.



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For more information, please contact:
Maxima Kahn at (530)273-3566 or email maxima@squawvalleywriters.org

THE COMMUNITY OF WRITERS AT SQUAW VALLEY ADVERTISER INFORMATION - PAGE 2

WEBSITE & EMAIL ADS - 2010

~ **WEBSITE ADS:** *These ads remain on the site for six months and link to the URL of your choice.*

The website received approximately 17,000 unique hits last year from members of the literary community, and this number continues to grow.

Ads are available in three sizes on the following pages of the Community of Writers website: Home, Writers Workshops, Screenwriting, Poetry, Omnium, FAQs, Readings & Events.

Ads on the Home page are reserved for institutions, organizations, publications and our community partners. Ads on the workshop pages should be relevant to that genre.

Ads appear in the right hand column of the page. *Placement is first come, first served.* Please note: There is important content scrolling down the page, so your ad *will* be seen.

We can create this ad for you. Please see the site's Omnium page for current examples:
www.squawvalleywriters.org/newsletter.htm

CYCLES AND DEADLINES:

Ads for the web can be purchased at any time during the year and will remain on our website for six months.

AD SIZES, SPECIFICATIONS & PRICING:

In order to be stylistically compatible with our new website, we request that web ads be black and white or sepia tone.

Vertical Banner Ad:

150 pixels wide x 500 pixels high

Home page: \$325

Other pages: \$275

Tower Ad:

150 pixels wide x 275 pixels high

Home page: \$225

Other pages: \$175

Button Ad:

150 pixels wide x 140 pixels high

Home page: \$125

Other pages: \$75

- **Ads must be correct size and format. We are happy to design it for you.**
- **Web ads should be black & white or sepia tone, should be RGB color format.**
- **JPEG files are preferred.** Save at screen resolution setting. We can also accept PDF, TIF, or EPS.
- **Ads should be 72 dpi.**
- **Include your website address if you want us to provide a link from your ad.**

~ **E-MAIL ADS: There are up to four horizontal banner ads available.** They run one-time only in the e-mail news announcements, which are sent to over 2,000 people who have signed up for our list. The ad is big enough for a small image of the book cover, author name and title of book in bold type, and may also contain a very brief quote. The ad will hyperlink to the site of your choice.

E-mail ad—\$125—458 pixels wide x 110 pixels high

Deadline: We send a few email blasts throughout the year. Contact us for dates. Please follow production guidelines for website ads, but these ads are full color.



THE COMMUNITY OF WRITERS AT SQUAW VALLEY

ADVERTISER INFORMATION - PAGE 3

CHART OF ADS

Location	Ad Type	Cost	Deadline to Reserve	Exact Size	Specs
Newsletter	Full Page	\$275	December 1	4.75" wide x 7.65" high	B&W, 300 dpi
Newsletter	Half Page Horiz.	\$175	December 1	4.5" wide x 3.75" high	B&W, 300 dpi
Newsletter	Half Page Vert.	\$175	December 1	2.2" wide x 7.57" high	B&W, 300 dpi
Newsletter	Quarter Page	\$105	December 1	2.2" wide x 3.75" high	B&W, 300 dpi
Website	Vertical Banner Home*	\$325	anytime	150 pixels wide x 500 pixels high	RGB, 72 dpi
Website	Vertical Banner Other	\$275	anytime	150 pixels wide x 500 pixels high	RGB, 72 dpi
Website	Tower Home Page*	\$225	anytime	150 pixels wide x 275 pixels high	RGB, 72 dpi
Website	Tower Other Pages	\$175	anytime	150 pixels wide x 275 pixels high	RGB, 72 dpi
Website	Button Home Page*	\$125	anytime	150 pixels wide x 140 pixels high	RGB, 72 dpi
Website	Button Other Pages	\$75	anytime	150 pixels wide x 140 pixels high	RGB, 72 dpi
E-Mail	Horiz. Banner	\$125	contact us	458 pixels wide x 110 pixels high	RGB, 72 dpi

* Home page for institutions and publications only.

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