

### Inquiries & Submissions

For additional information and to submit your ad, please contact:

Fiona Potts

editor@dpnews.com

402-681-3709

Visit [dpnews.com/advertise](https://dpnews.com/advertise) for more info!

### Schedule & Deadlines

#### February 2024 (Winter) Issue

Printed and mailed early February

Space Reservation Deadline: Dec. 15, 2023

Ad Submission Deadline: Dec. 22, 2023

#### May 2024 (Spring) Issue

Printed and mailed early May

Space Reservation Deadline: Mar. 15, 2024

Ad Submission Deadline: Mar. 22, 2024

#### August 2024 (Summer) Issue

Printed and mailed early August

Space Reservation Deadline: June 15, 2024

Ad Submission Deadline: June 22, 2024

#### November 2024 (Fall) Issue

Printed and mailed early November

Space Reservation Deadline: Sept. 15, 2024

Ad Submission Deadline: Sept. 22, 2024

Deadlines are subject to change and may be extended under certain circumstances.

If you have missed a deadline, contact [editor@dpnews.com](mailto:editor@dpnews.com).

### Sizes & Rates

Size	Dimensions: W" x H"	Rate
Full Page*	8.5 x 11	\$550
1/2 Page	7.5 x 4.9	\$275
1/3 Page	4.9 x 4.9	\$190
1/4 Page	3.6 x 4.9	\$150
1/6 Page	2.3 x 4.9	\$105
Back*	8.5 x 8.5	\$600

\*Set bleed to 0.125" on sides of these ads that run to the edge of the page.

### Discounts

#### ANNUAL DISCOUNTS

**Deadline: Dec. 15, 2023**

**2 ad minimum!**

Advertisers who inform DPN of the number and size of ads they intend to run in Volume 50 will be billed quarterly and receive a **10% Annual Commitment Discount**.

Advertisers who inform DPN of the number and size of ads they intend run in Volume 50 and commit to **paying for all of the ads before Jan. 15, 2024** will receive a **15% Annual Payment Discount**.

#### CONTRIBUTOR DISCOUNT

Advertisers who contribute articles, reviews, new releases, tab/sheet music, or other media to an issue will receive a \$75 discount on their advertisement in the issue in which their contribution runs.

***Discounts cannot be combined.***

## File Specifications

### COLOR AND IMAGES

For best print quality use **high-resolution images**, at least 300 ppi (pixels per inch). Images and colors must be in CMYK (not RGB) format. Any ads submitted in RGB format will be converted into CMYK format when placed in the magazine, but **the publisher will not be responsible for any differences in color and/or quality**.

Visit [dpnews.com/advertise](http://dpnews.com/advertise) for more information about colors and resolution.

### AD FILES

**High-resolution PDF files** are the preferred format for print advertisements. When exporting PDFs from Adobe InDesign, use the PDF/X-1a:2002 or High Quality Print settings and do not downsample. All images and fonts must be **embedded, not linked**, and in **CMYK (not RGB) format**. JPEG and PNG files are also acceptable if at least 300 ppi, but no other formats.

## General Terms and Conditions

### CONTRACT RATES

Contract advertisers will be protected at the rates and terms specified in the contract.

### POSITION REQUESTS

Position requests are honored when possible but not guaranteed, except for the back page ad and center spread, which are reserved by special arrangement.

### CANCELLATIONS

Ad cancellation only guaranteed if requested before the Space Reservation Deadline.

### PAYMENT TERMS

Advertisements will be **invoiced on a quarterly basis** unless otherwise arranged. (Contact [editor@dpnews.com](mailto:editor@dpnews.com) for **monthly payment options**). Payments are **due within 30 days of invoicing**. Late payments will result in suspension of advertising until all outstanding balances have been paid.

### PUBLISHER'S PROTECTIVE CLAUSE

Advertisers assume complete liability for the copy and artistic content in their advertisements and warrant that they do not infringe on the copyrights or trademarks of others.

Advertisers agree to hold the publisher harmless from any liability arising out of such infringements and to reimburse publishers for any expense accrued resulting from such infringement.

Any advertisement simulating editorial material will be plainly marked as advertising.

The publisher reserves the right to approve all subject matter before publication. The publisher reserves the right to reject any advertisement that does not conform to publication standards.