



# THE INTERSCHOLASTIC SAILING ASSOCIATION

Founded In 1930

BOX 397, NIAHTIC, CT 06357-0397 • 860-739-3253 • FAX: 860-739-4467

## ISSA NEWSLETTER ADVERTISING INFORMATION

The newsletter for the Interscholastic Sailing Association (ISSA) is published four times annually and contains news, schedules, regatta results, meeting reports both for and by member schools and individuals of ISSA.

Deadlines for ad materials are as follows:

<b>Fall Issue</b>	<b>October 1</b>
<b>Winter Issue</b>	<b>January 1</b>
<b>Spring Issue</b>	<b>March 1</b>
<b>Summer Issue</b>	<b>June 1</b>

The typical nationwide mailing of the Newsletter is 3000+ copies and, in addition to ISSA members, our circulation includes junior sailing program directors and instructors, community sailing organizations, college coaches, US SAILING officers and directors, and prospective organizers of school sailing programs. The newsletter is also posted on the ISSA web site ([www.highschoolsailingusa.org](http://www.highschoolsailingusa.org)) as a downloadable PDF document.

ISSA reserves the right to reject any advertising submission that does not conform to postal regulations or which the organization deems not in the best interests of school sailing and/or its members and associates.

### DISPLAY AD SIZES AND RATES:

The TOTAL IMAGE AREA (text/ad area) of the the ISSA Newsletter is

**7-1/2 inches WIDE by 9-1/2 inches DEEP**

#### Full Page:

9-1/2 inches wide by 7-1/2 inches deep  
\$300.00 per insertion; four-time rate: \$950.00

#### Half Page Horizontal:

7-1/2 inches wide by 4-5/8 inches deep  
\$200.00 per insertion; four-time rate: \$700.00

#### Half Page Vertical:

3-5/8 inches wide by 9-1/2 inches deep  
\$200.00 per insertion; four-time rate: \$700.00

#### Quarter Page Vertical:

3-5/8 inches wide by 4-5/8 inches deep  
\$150.00 per insertion; four-time rate: N/A

#### Business Card:

3-5/8 inches wide by 1-1/4 inches deep  
\$50.00 per insertion; four-time rate: N/A

- All advertising must be paid for at the time of its submission for all issues in which the ad is to appear. The four-time rate applies to insertion in consecutive issues only. All checks should be made payable to ISSA.

- The newsletter editors reserve the right to reduce oversize ads so as to conform to our ad specifications.

- Newsletter advertising rates are subject to change without notice, but most rate changes will conform with the next new volume of the newsletter, which begins each year with the Fall issue.

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**A Supporting Member of the United States Sailing Association (US SAILING)**

*The INTERSCHOLASTIC SAILING ASSOCIATION is dedicated to the nationwide promotion of sailing as a sport among secondary school sailors, to the formation of school sailing teams, and to the organization of school sailing competition.*

## DISPLAY AD PREPARATION AND SPECIFICATIONS

When preparing camera-ready and/or electronic ad files for the ISSA newsletter, the following mechanical specs are the optimum requested for smooth production of the newsletter:

The ISSA newsletter is built in black and white on a Macintosh platform using QuarkXpress version 4.11 and fonts from an Adobe Type Library. If using a high version of QuarkXpress, please be sure to save the file as a 4.0 file. Any live ad conforming to this format will be converted to a PDF file and placed in the newsletter as EPS (encapsulated postscript) image. Any camera-ready hard copy ads will be scanned and placed in the newsletter as EPS files; please be aware that because of this additional scanning process, the quality of scanned materials may suffer.

PDF files of ads are accepted. When preparing PDF files, please be sure that all fonts are embedded (included within the postscript language), the data format is binary, and that the postscript level is Level 1 Compatible. Images should be saved as out as grayscale (no RGB or CMYK, please.) When preparing postscript files as PDF files through Adobe Acrobat, the resolution should be 600 dpi, Average downsampling grayscale images should be 200 dpi, Compression should be Automatic at a Medium quality, and settings to Preserve Transfer Functions and to Preserve Halftone Information should be disabled.

Further requirements and preparation information is as follows:

- Any ad submitted as camera-ready should be prepared in black and white, with a 133-line screen density. The recommended printer output should not be less than 600 dpi; glossy printer outputs are preferred as all hard-copy paper ads are scanned so as to be placed in the newsletter as EPS images.
- Electronically-prepared ads will be accepted on disk only (floppy, Zip or write-only CD-ROM). Please include hard-copy of the ad. The only ads that will be accepted by e-mail are those saved out as PDF files.

- All type fonts used in the ad must be included. Be sure to include both outline and bitmapped files for each font. Please avoid using fonts which are native to your computer. If native fonts are used, please include with files.

- Art elements (such as logos) must be saved as EPS files. It is preferred that art elements be prepared in Adobe Illustrator 9.0 or less and saved out as EPS files; any fonts used in Illustrator files should be saved out as outlines so as to avoid type conflicts/issues.

- Images or photographs used should be scanned at 300 dpi and saved as grayscale EPS files. The use of images, photographs and other artwork downloaded from web sites is strongly discouraged as the image size and screen resolution are generally insufficient for use in print media. Images taken with digital cameras should be converted to the size to be used and saved out at 300 dpi.

## CLASSIFIED ADVERTISING SPECS AND RATES

- As space permits, ISSA accepts classified advertising (text only/no photos) at no cost from member schools, sailing and yacht clubs, colleges, community sailing programs. Ads from individual members for boats, gear, instructor positions, instructional material which are of interest to school sailors are also accepted at no cost.

- Cost of classified ads for non-members is \$30.00 per insertion.

- The format for classified ads is as follows:  
**SAILING INSTRUCTOR:** Established community sailing program in Chicago area is seeking teacher/sailing coach for summer. Program includes juniors and adults, racing and novice. Contact J. Smith, 555-555-1234

**For more information, please contact:**  
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