

THE GREEN BOOK®

MECHANICAL SPECIFICATIONS

- Book Trim 6"x9", Live Area 5"x8", Bleed Ads 6.25" x 9.25". Printing process is offset. Screens have a 133line minimum or 150 line maximum.
- Advertisements will be accepted in digital form only. Digital files must include the necessary fonts and linked images and the artwork must be created in the correct size with all images in place. A contract proof must be submitted with all ads.
- Press-quality or PDF/x1a:2001 PDF is the preferred file format. Photoshop (.tif or .eps), Illustrator 10 (.eps) or Quarkxpress 6.1. Mac or PC files will be accepted. Other file formats may be accepted. Contact the publisher in advance of submission. Any artwork not furnished in accordance with the publisher's specifications will be confirmed by the publisher, and the costs thereof will be billed to advertiser on a cost-plus basis. Notify publisher if materials will need to be returned.
- If the artwork does not conform to these specifications and/or is not furnished on or before the materials due date, said artwork will be accepted for publication on a space-available basis and publisher reserves the right to insert any recent copy of advertiser's artwork. Notwithstanding the foregoing, payment as agreed herein shall remain due and payable.
- Proofs will not be furnished prior to printing, unless artwork is prepared by THE GREEN BOOK® or upon special written request by advertiser and payment of a proof fee. Proofs will not be provided for artwork received after the closing date. space reservations.

ADVERTISING RATES

Unit	Size	B/W	4-Color
Full Page with Bleed	6.25"x9.25"	\$2,500	\$3,200
Full Page	5"x8"	2,200	2,900
Half-Page Horizontal	5"x3.875"	1,600	1,900
Half-Page Vertical	2.875"x8"	1,600	1,900

Price includes Website Banner ad.

TERMS AND CONDITIONS

- Advertisers will receive a copy of the 2016 edition of THE GREEN BOOK®. Premium for bleed is 15%.
- All cancellations must be made in writing and shall not be considered accepted until confirmed by the publisher. Cancellations or changes in orders will not be accepted after the closing date.
- It is agreed that the contract, together with any related documents, constitutes the entire understanding and agreement of the parties as to the matters set forth in the contract. No alteration of or amendment to the contract shall be effective unless given in writing and signed by the party or parties sought to be charged or bound by the alteration or amendment.
- The publisher reserves the right to refuse advertisements that, in its sole discretion, do not conform to the character of the publication. In consideration for the publication of advertisements, the Advertiser and/or Agent shall fully indemnify and save the publisher and THE GREEN BOOK® harmless from and against any judgments, costs, expenses, or disbursements incurred by reason of claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, or any claims or suits based upon the contents or subject matter of such advertisement.

DEADLINES

- AD PAYMENT DUE BY PUBLICATION DATE
- Ad Deadline: July 31, 2017
- Publication Date: September 2017

SEND MATERIALS TO:

THE GREEN BOOK® Advertising Department
 PO Box 6162
 McLean, VA 22106
 Telephone: 202-536-3872
 Fax: 202-595-8995
 Email: info@thegreenbookdc.com

88th Edition
THE GREEN BOOK[®]

The Social List of Washington, D.C.

Advertiser or Company Name _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____ Phone _____

Email (Required) _____

Ad Information

Ad Size	Color or B/W	Ad Style
<input type="checkbox"/> Full Page	<input type="checkbox"/> Color <input type="checkbox"/> B/W	
<input type="checkbox"/> Half Page	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal

Materials Enclosed Materials to Follow Same Ad as Last Year

Payment Information

Total Amount Due \$ _____

Check Made Payable to THE SOCIAL LIST OF WASHINGTON INC

Credit Card Payment

Visa MasterCard American Express

Card Number _____

Expiration Date _____ Card Verification Code _____

Name on Card _____

Billing Address _____

Street Address _____ City _____ State _____ Zip Code _____

Please sign below to verify that you have read and agree to the terms and conditions for advertising in THE GREEN BOOK[®]. Unsigned contracts will not be accepted.

Signature _____ Date _____