



## Advertising information for LPA Today Magazine

Thank you for your interest in advertising in the quarterly publication *LPA Today Magazine*. It is sent to the homes of all members of Little People of America, Inc., a non-profit organization that provides support and information to people of short stature and their families. LPA solicits advertisements for *LPA Today Magazine* that reflect the goals and message of Little People of America, Inc. and that are useful, informative and relevant to the LPA Membership. Below you will find the information you need to get your product, merchandise or service advertised in *LPA Today Magazine*.

### Advertisement Specifications

Please be sure that all advertisements are publication ready and are saved in one of the following formats: PDF, JPEG, TIFF or EPS. I prefer PDF. Be sure when saving, all artwork is CMYK and embedded, as are all fonts.

**IMPORTANT:** Advertisements need to be the proper resolution in order to appear correctly in the magazine. In the chart below, be sure that your ad is AT LEAST the dpi (dots per inch) indicated. We can make an ad smaller (down-sample) if it is too large, but we are unable to make it larger if it too small (upsample). We want to ensure that your ad is reflected in our publication at the best possible quality. Trying to upsample in the final production process will make your advertisement appear blurry and pixilated.

Advertising Options *			
Ad Size		Price	Minimum dpi
1/4 page	4 x 5	\$150	1200 x 1500
1/2 page	8 x 5	\$300	2400 x 1500
Full page	8 x 11	\$600	2400 x 3300

\* LPA Members are eligible for a discount to the regular price. Please contact [lpatoday@gmail.com](mailto:lpatoday@gmail.com) for more information.

### Submission and Payment Procedure

- Email your ad to LPA Today @ [lpatoday@gmail.com](mailto:lpatoday@gmail.com) **AND** cc: Deb Himself @ [debhimsel.lpa@gmail.com](mailto:debhimsel.lpa@gmail.com)
- Every effort will be made to confirm receipt of your ad in a timely manner.
- Deadlines for the production year are as follows:  
Spring 2021..... March 25  
Fall 2021..... August 31  
Winter 2021-22..... December 4
- Issues arrive in mailboxes anywhere from 6-8 weeks later, depending on print house scheduling and the reliability of the USPS Non-profit bulk mail delivery service.
- You will be invoiced following the submission of the issue to the printer. Please remit payments to: Little People of America, Inc., 617 Broadway #518, Sonoma, CA 95476

Contact [lpatoday@gmail.com](mailto:lpatoday@gmail.com) with any questions. Thank you for your continued support to LPA and LPA Today!


  
**Advertising Application**

Contact: \_\_\_\_\_

Organization: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Please select issue(s) for which advertisement applies:**

- Spring 2021     
  Fall 2021     
  Winter 2021-22

**Select the size ad you would like:**

Advertising Options				
	Ad Size		Price	Minimum dpi
<input type="checkbox"/>	1/4 page	4 x 5	\$150	1200 x 1500
<input type="checkbox"/>	1/2 page	8 x 5	\$300	2400 x 1500
<input type="checkbox"/>	Full page	8 x 11	\$600	2400 x 3300

X \_\_\_\_\_ **Date:** \_\_\_\_\_

Authorized Signature

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