



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. We 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@lpaonline.org for more information.

Submission and Payment Procedure

- Email your ad to LPA Today @ lpatoday@lpaonline.org AND cc: Deb Himself @ deb.himself@lpaonline.org.
- Every effort will be made to confirm receipt of your ad in a timely manner.
- Deadlines for the production year are as follows:
Winter 2022-23** January 20
 ** Due to a delay in or Winter 2022-23 issue, there is still time to advertise in this issue
Spring 2023..... April 15
Fall 2023..... August 31
Winter 2023-24..... December 15
- 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 2-3 weeks after the above posted deadline. Please remit payments to:
Little People of America, Inc., 617 Broadway #518, Sonoma, CA 95476

Contact lpatoday@lpaonline.org with any questions. Thank you for your continued support to LPA and LPA Today!