



# 2012

## Newsletter Ad Specifications for Business Partners & Associates



**Capital**  
Chapter

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## Electronic Format Ad Specifications for Capital Connection

Color ads must be complete and include all logos, art, and fonts. Ad must be supplied in electronic format and submitted via email in one of the following formats:

**PDF** (Make sure fonts are loaded before creating the PDF and set print resolution at 150 dpi or higher.)

**JPEG or TIFF** (RGB, 150 dpi)

**EPS** (Fonts converted to outline)

Copy is due to Kate Hoesch at ALA Capital Chapter by the first of the month.

## Important Capital Connection Ad Due Dates

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE A-L	BRONZE M-Z
JANUARY 1	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
FEBRUARY 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page
MARCH 1	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
APRIL 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page
MAY 1	FULL PAGE	HALF PAGE	QUARTER PAGE	QUARTER PAGE	QUARTER PAGE	
JUNE 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page
JULY 1	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
AUGUST 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page
SEPTEMBER 1	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
OCTOBER 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page
NOVEMBER 1	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
DECEMBER 1	Full Page	Half Page	Quarter Page	Quarter Page		Quarter Page

## Partner Portal Access

The Capital Chapter has established a Partner Portal (access based on Partnership level) which is an interactive tool designed to provide e-convenience for our busy partners. You will have access to an on-line directory where you can look up members and other Chapter Partners by name and/or organization and learn about upcoming events. Should your contact information change, you can update your profile immediately (see “My Information”) so that the Capital Chapter directory information is always current.

The portal is accessed through our website, [www.alacapchap.org](http://www.alacapchap.org). On the home page you will see a Partner Portal option on the left-hand menu. Please follow the instructions below to log in for the first time only:

**Log-in:** your primary e-mail address

**Password:** CCALA2011 plus your first and last initial in ALL CAPS

The system will then prompt you to change your password, and you're in! If you have logged in before please make sure you save your password.

Should you have any difficulty logging in, please get in touch with Kate Hoesch at 202-419-1439 or [khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Diamond Partner Ad Specifications

### *Capital Connection*

Full Page Color Ad:  
7.5" wide x 10" high

(See page 6 for graphic depiction of full page ad.)

See page 1 for electronic submission specifications and deadlines.

### *Spotlight Article*

Your company will be highlighted in three issues of *Capital Connection* along with your logo and color photo. Submitted articles can be

## DIAMOND

approximately 450 words and focus on your leadership team or your company's products and services.

Article submissions are due January 3, June 1, and December 1, 2012.

### *Banner Information*

For recognition on the newsletter banner we will need your companies' color logo in JPEG format sent via electronic email.

### *Online Membership Directory*

In a separate word document, please submit 2–3 sentences describing your organization. (*Not pdf, please*)

At your option, you may submit a photo of your main contact person.

Copy is due to Kate Hoesch at the ALA Capital Chapter by January 31, 2012.

Send all information to:

Kate Hoesch  
ALA Capital Chapter  
1250 Connecticut Avenue, NW  
Suite 700, Washington, DC 20036  
Tel: 202-419-1539  
[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Platinum Partner Ad Specifications

### *Capital Connection*

½ Page Ad (Horizontal):  
7.5" wide x 4.75" high

See page 6 for graphic depiction of ½ page ad size.

See page 1 for electronic submission specifications and deadlines.

### *Spotlight Article*

Your company will be highlighted in two issues of *Capital Connection* along with your logo and color photo. Submitted articles can be

## PLATINUM

approximately 400 words and focus on your leadership team or your company's products and services.

Article submission due dates will be emailed.

### *Online Membership Directory*

In a separate word document, please submit 2–3 sentences describing your organization. (*Not pdf, please*)

At your option, you may submit a photo of your main contact person.

Copy is due to Kate Hoesch at the ALA Capital Chapter by January 31, 2012.

Send all information to:

Kate Hoesch  
ALA Capital Chapter  
1250 Connecticut Avenue, NW  
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Tel: 202-419-1539  
[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Gold Partner Ad Specifications

# GOLD

### *Capital Connection*

¼ Page Ad (Vertical):  
3.5" wide x 4.75" high

See page 6 for graphic depiction of  
¼ page ad size.

See page 1 for electronic submission  
specifications and deadlines.

### *Spotlight Article*

Your company will be highlighted  
in one issue of *Capital Connection*  
along with your logo and color  
photo. Submitted articles can be

approximately 300 words and focus  
on your leadership team or your  
company's products and services.

Article submission due date will be  
emailed.

### *Online Membership Directory*

In a separate word document, please  
submit 2–3 sentences describing your  
organization. (*Not pdf, please*)

At your option, you may submit a  
photo of your main contact person.

Copy is due to Kate Hoesch at the  
ALA Capital Chapter by January 31,  
2012.

Send all information to:

Kate Hoesch  
ALA Capital Chapter  
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Suite 700, Washington, DC 20036  
Tel: 202-419-1539  
[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Silver Partner Ad Specifications

# SILVER

### *Capital Connection*

¼ Page Ad (Vertical):  
3.5" wide x 4.75" high

See page 6 for graphic depiction of  
¼ page ad size.

See page 1 for electronic submission  
specifications and deadlines.

### *Spotlight Article*

Your company will be highlighted  
in one issue of *Capital Connection*  
along with your logo and color  
photo. Submitted articles can be  
approximately 250 words and focus  
on your leadership team or your  
company's' products and services.

Article submission due date will be  
emailed.

### *Online Membership Directory*

In a separate word document, please  
submit 2–3 sentences describing your  
organization. (*Not pdf, please*)

At your option, you may submit a  
photo of your main contact person.

Copy is due to Kate Hoesch at the  
ALA Capital Chapter by January 31,  
2012.

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[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Bronze Partner Ad Specifications

# BRONZE

### *Capital Connection*

¼ Page Ad (Vertical):  
3.5" wide x 4.75" high

See page 6 for graphic depiction of  
¼ page ad size.

See page 1 for electronic submission  
specifications and deadlines.

As a Bronze Sponsor your color  
ad appears six times a year in the  
*Capital Connection* (every other  
month) starting with the first half of  
the alphabet in the January issue.

### **Online Membership Directory**

In a separate word document, please  
submit 2–3 sentences describing your  
organization. (*Not* pdf, please)

At your option, you may submit a  
photo of your main contact person.

Copy is due to Kate Hoesch at the  
ALA Capital Chapter by January 31,  
2012.

Send all information to:

Kate Hoesch  
ALA Capital Chapter  
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Tel: 202-419-1539  
[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

## 2012 Associate Ad Specifications

# ASSOCIATE

### **Online Membership Directory**

In a separate word document, please  
submit 2–3 sentences describing your  
organization. (*Not* pdf, please)

At your option, you may submit a  
photo of your main contact person.

Copy is due to Kate Hoesch at the  
ALA Capital Chapter by January 31,  
2012.

Send all information to:

Kate Hoesch  
ALA Capital Chapter  
1250 Connecticut Avenue, NW  
Suite 700, Washington, DC 20036  
Tel: 202-419-1539

[khoesch@alacapchap.org](mailto:khoesch@alacapchap.org)

Full Page Ad  
7.5" wide x 10" high

**Summary of  
Ad Sizes for  
*Capital Connection*  
(Ads must conform  
to these sizes or they  
will be returned!)**

1/4 Page Ad (Vertical):  
3.5" wide x 4.75" high

1/2 Page Ad (Horizontal):  
7.5" wide x 4.75" high