

# 2010 NOW State Conference Book

## NOW State Conference is Saturday April 17 in Fergus Falls

The design and layout of the NOW State Conference Book is being donated by JLG Type & Design; Jane Geisinger, owner

### Ad Sizes & Rates

Description	Size width	Size height	Sq. In.	Price
full page	7.500	9.500	71.250	\$ 130.00
half page vertical	3.625	9.500	34.438	\$ 70.00
half page horizontal	7.500	4.625	34.688	\$ 70.00
1/4th page	3.625	4.625	16.766	\$ 40.00
Business Card	3.500	2.000	7.000	\$ 25.00

### Ad Design

**Design Services:** We would be happy to design your ad for you. You will need to provide any logos or specific graphics/photos you would like included. There is no charge for designing ads used exclusively in the NOW State Convention book.

**Electronic Format:** High resolution PDFs or JPGs are preferred for the submission of logos, photos, and “camera-ready” ads.

**Color:** The book will be in black and white, but you may submit color ads, graphics and/or photos and we can convert them to black and white.

### Ad Proofs

A proof will be provided for all ads. Please include an e-mail when submitting ads so that the proof can be sent electronically as PDF. If you do not have e-mail, provide a mailing address and the proof will be mailed. Ad proofs will be sent by Tuesday, April 6 and **must be approved by Friday, April 9 at 5 p.m.**

### Ad Payment

Payments can be mailed to the address below, payable to MN NOW, or you can pay online at [Minnesota NOW](#). Just click on [GIVE NOW](#) just under the logo at the top left, then scroll down to the State Conference Registration section – Book Ad Payment.

### Ad Copy Deadline: Friday, April 2 at 5 p.m.

### Ad payment deadline: Monday, April 12, 2010

Any ads not paid by this time will be pulled unless other arrangements are made in advance.

### Contact Information

Jane Geisinger, owner; JLG Type & Design  
602 W Cavour Ave, Fergus Falls MN 56537  
218-739-5201 (home)  
218-205-1151 (cell)  
[janegeisinger@charter.net](mailto:janegeisinger@charter.net)

# Promote Your Business! Support Minnesota NOW!

Promote your business while you support the Minnesota NOW Annual Conference by purchasing an ad in the annual Conference Book. Sizes and rates are shown on this page. Camera-ready electronic ads (high resolution PDF or JPG) are preferred. Simple ad design can be provided.

For additional information or to reserve ad space, contact:

**Jane Geisinger (e-mail preferred)**  
218-739-5201 • [janegeisinger@charter.net](mailto:janegeisinger@charter.net)  
602 W Cavour Ave, Fergus Falls, MN 56537

When you reserved your ad by e-mail or phone, please send payment to MN NOW, c/o Jane Geisinger at the address above. Thanks for your support!

## **BUSINESS CARD \$25**

**SIZE .....3.5 x 2 inches**

**Refer to page 1 for submission deadlines & instructions.**

## **1/4 PAGE AD \$40**

**SIZE.....3.625 x 4.625 inches**  
*This sample is a 1/4 page ad.*

**Advertising  
Deadline:  
April 2, 2010**

**Contact: Jane Geisinger  
218-739-5201 or  
[janegeisinger@charter.net](mailto:janegeisinger@charter.net)**

## **1/2 PAGE AD \$70**

**SIZE:**

**Vertical.....3.625 x 9.500 inches**  
*This sample is a 1/2 page vertical ad.*

**Horizontal .....7.500 x 4.625 inches**

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## **Minnesota NOW Core Issues**

MN NOW has actively worked to change the political, social, economic and cultural landscape for women in Minnesota.

### **Our primary emphases are:**

- Ratification of an unamended Equal Rights Amendment
- Repeal of all laws restricting safe, legal abortion
- Protection of lesbian/gay/bisexual/transgender civil rights
- Eliminating racism
- Freedom from violence
- Opposition to punitive welfare reform

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## **FULL PAGE AD \$130**

**SIZE .....7.5 x 9.5 inches**