

# RED INK: An International Journal of Indigenous Literature, Art, and Humanities

## Ad Reservation Form

Yes, I'm interested in advertising in *RED INK*. My order is indicated below.

I'm not ready to advertise yet, but please send me a sample copy and more information about *RED INK*.  
**Please scan and e-mail form** to us at Redinkinternational7@gmail.com. Or mail it to: *RED INK*, Attn: Advertising,  
 Department of English, Arizona State University, PO Box 870302, Tempe, AZ 85287-0302.

Questions? E-mail us with any queries.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

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

City / State / Zip: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Please select size / issue(s) for which you are reserving advertising space:

	Spring Issue Deadline 01/13	Fall Issue Deadline 07/19
1/2 page*		
Full page		
Inside front cover		
Inside back cover		
Two page spread		

\*Please indicate whether your ad will be horizontal (H) or vertical (V).  
 Ad specs are on page two of this form.

	1x rate	2x rate (must be paid up front and for each time)	Total
	<i>please circle appropriate rate based on your order</i>		
Half page	100	85	_____
Full page	170	155	_____
Inside back or front cover(full page)	250	225	_____
Two page spread	325	300	_____
		Sub-total	_____
		Less discount (if applicable)	_____
		Total	_____

Frequency discounts are only available at the time of reservation. Additional ads reserved at a later time cannot be counted toward the discount. Reservations cancelled after the ad copy deadline will be billed the contracted amount. In signing below, you agree to the terms of this reservation:

\_\_\_\_\_ Date \_\_\_\_\_ for *RED INK* \_\_\_\_\_ Date \_\_\_\_\_

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## AD SPECIFICATIONS

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Trim Size	7 inches wide x 10 inches tall
Full Page Ad	3 inches wide x 4.5 tall
Half Page Ad	1.5 inches wide x 2.25 inches tall (V) / 2.25 inches wide x 1.5 inches tall (H)
Two Page Spread	6 inches wide x 9 inches tall
Line Screen	120
Color	Grayscale (black and white) only
Bleeds	No bleeds, except interior covers (please note trim size and add 1/8" for covers with bleeds)
Submitting Artwork	Artwork should be submitted via e-mail at <a href="mailto:Redinkinternational7@gmail.com">Redinkinternational7@gmail.com</a>
Software	We can accept ads created in InDesign or Photoshop, provided that fonts and images are included. We can also accept ads saved as TIFF files. Please be sure that fonts and images are embedded. We cannot accept ads created in Word or other word processing software.