

JSRC Newsletter Footnotes Press & Ad Deadlines 2007-2008*

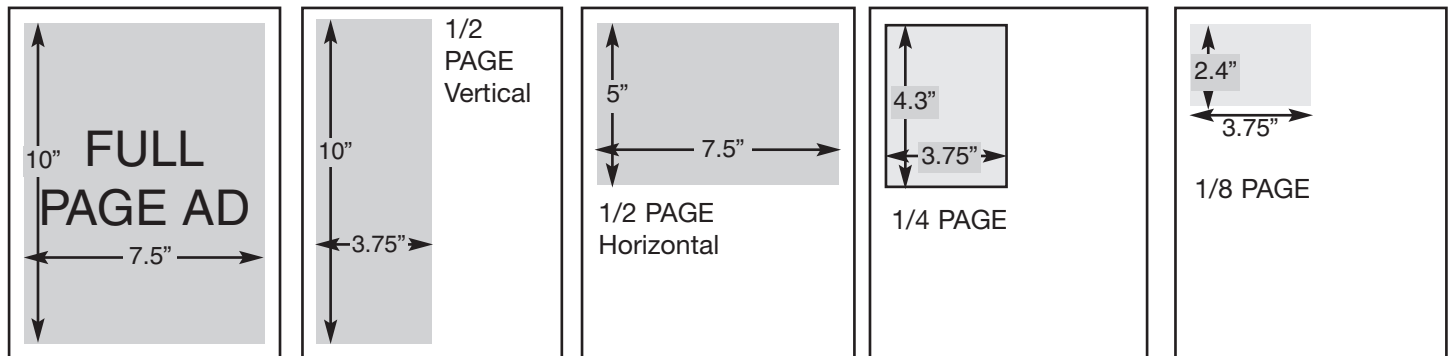
Issue for Month:	Submission		Press	Delivery	Mailing	Meeting
	Articles	Ads				
January	12/4/06	12/4/06	12/8/06	12/13/06	12/13/06	12/27/06
February	1/2/07	1/2/07	1/4/07	1/11/07	1/16/07	1/25/07
March	2/2/07	2/4/07	2/8/07	2/13/07	2/14/07	2/27/07
April	3/2/07	3/4/07	3/8/07	3/13/07	3/14/07	3/27/07
May	4/2/07	4/2/07	4/5/07	4/10/07	4/11/07	4/24/07
June	5/5/07	5/6/07	5/10/07	5/15/07	5/16/07	5/29/07
July	6/3/07	6/4/07	6/7/07	6/12/07	6/13/07	6/26/07
August	7/1/07	7/2/07	7/5/07	7/10/07	7/11/07	7/24/07
September	8/5/07	8/6/07	8/9/07	8/14/07	8/15/07	8/28/07
October	9/2/07	9/3/07	9/6/07	9/11/07	9/12/07	9/25/07
November	10/7/07	10/8/07	10/11/07	10/16/07	10/17/07	10/30/07
December	11/6/07	11/5/07	11/8/07	11/13/07	11/14/07	11/27/07
January	12/2/07	12/3/07	12/6/07	12/11/07	12/12/07	12/27/07

* Guidelines, may be subject to change

JSRC Newsletter Footnotes Ad Rates

Ad size	3 Issues	6 Issues	12 Issues
1/8 page 3.75 x 2.4 no bleed	\$50	\$100	\$150
1/4 page vertical 3.75 x 4.3 no bleed	\$75	\$150	\$200
1/2 page horizontal 7.5 x 5 no bleed	\$100	\$200	\$300
1/2 page vertical 3.75 x 10 no bleed	\$100	\$200	\$300
Full page 7.5 x 10 no bleeds	\$150	\$300	\$500

- All ads should be submitted to the Newsletter Editor in "camera-ready" form. Please proof all copy prior to submittal as JSRC cannot be held responsible for typos.
- "Camera-ready" Ads may be submitted to the Newsletter Editor in the following ways:
1) email to: newsletter@jsrc.org or 2) mail to the PO box.
- If you would like the newsletter staff to design and set up your ad for you please submit all information a minimum of 4 days prior to the ad submission deadlines to allow for proofing and editing. These may also be faxed to 732-517-0259
- Payment for ads **MUST** be received prior to first running of the ad. Ads cannot run without payment.
- Send Payment to: **JSRC - Newsletter, PO Box 7492, Shrewsbury, NJ 07702**



Advertising Content -

Because we mail at non-profit rates, we must adhere to the following advertising policies established by the United States Postal Service:

- Advertisements cannot be mailed at Nonprofit Standard Mail rates if they promote any of the following:
 - Credit, debit, or charge cards;
 - Insurance policies, *unless* they are promoted to members, donors, supporters, or beneficiaries of your organization and the policy coverage is not otherwise generally commercially available;
 - Any travel arrangement, unless the arrangement is promoted to members, donors, and supporters of JSRC, and the travel contributes substantially to JSRC's qualifying purpose;
 - Advertising for products or services that are not substantially related to your organization's qualifying purpose.

Submissions

- Please submit your news by the deadline for the month in which you'd like your submission to appear. We accept submissions **until 8 PM** of the date listed above.
- Submissions received in any form, electronic or otherwise, after the 8 PM deadline will appear in the following month's issue.
- Submissions may be emailed to **Newsletter@jsrc.org**, **Editor@jsrc.org**, or mailed to **JSRC - Newsletter, PO Box 7492, Shrewsbury, NJ 07702**. Be advised that mailing the submission next to the last day will not guarantee timely arrival and your article may not make it into the issue in which you want it to appear.
- Ads **must be paid** for before the first ad runs, failure to submit payment prior to the deadline, will cause your ad to forfeit the space. Payment for ads may be sent to: **JSRC - Newsletter, PO Box 7492, Shrewsbury, NJ 07702**.
- Footnotes is created using InDesign and Quark Xpress. Therefore, Email, text, or Word document files are acceptable for submitting copy. We do accept InDesign and Quark files as well as a few other formats and we accept PDF files.
- If you are submitting a PDF file created from Microsoft Word, please include the original Word document and art files (if any). We have discovered Word-created PDFs will often lack clarity due to their low resolution.
- Your contact information should appear on your submission in case we need to contact you for clarity. Additionally, please indicate how you would like your name to appear in the credit line.
- Most of the articles appearing in JSRC Footnotes run 200 - 400 words in length, Footnotes may edit your article for clarity and/or to fit space constraints.
- Footnotes makes every effort to ensure information is correct and accurate. We cannot be held responsible for typographical errors.

Mailing Information

- Our printer folds, tabs and imprints the newsletter for mailing. If your dues are not up to date on the date the membership file is given to the printer, you may not receive your newsletter that month. Newsletters are only mailed to active paid-up members.
- If you are not receiving a newsletter electronically or by mail, please check your membership status and contact the membership coordinator if you find that it is in error. The Newsletter Editor is not responsible for the membership list.
- Our Mailing are done as bulk-mail, non-profit status to save money. Therefore, our mailings are sorted into zip+4 order and put into mailing trays based on 077 and 078 zips of Monmouth and Ocean Counties. Zip coded address outside of this area must be sorted separately and banded by hand - the Post Office cannot guarantee delivery within two/three days of these zip codes.
- If you are a Race Director and want to do a bulk mailing please contact the Newsletter Editor for the proper forms and procedures. Being a government agency, the Post Office changes the procedures and costs on an annual basis.