



## The Washington Planner and Website Sponsorship Agreement

The Washington Planner is an electronic newsletter published at least six times per year and distributed as a PDF document to the members of the American Planning Association Washington Chapter. Sponsorships are available for the calendar year (Jan-Dec) and require advance payment. Sponsorships begun any other time during the year will be prorated. The newsletter may be viewed at [www.washington-apa.org](http://www.washington-apa.org). The update deadline is the fifteenth of every month. Newsletter advertisement images must conform to the following specs:

1. SIZE: 2.25" wide x 1.5" deep (tall)
2. COLOR: Full color is fine. Images will be viewed primarily on screen. Be aware the colors vary on screen. You can submit your ads with CMYK, RGB or spot color formulations.
3. FILE FORMAT: The following file formats are acceptable, in order of preference:
  1. Vector-based PDF
  2. Vector-based Adobe Illustrator or EPS file. Fonts must be converted to outlines. Linked images must be sent also.
  3. 300-DPI raster image, such as from Photoshop (a TIF file or maximum quality JPG). This image will be downsampled for electronic distribution.

NOTE: Vector-based files are far superior to raster images when downsampled. The text will retain its crisp lines and be viewable at any size. All ads will be placed with a keyline and drop shadow.

Website sponsors are listed on the Planning Firms page of the chapter website, [www.washington-apa.org/resources/firms/](http://www.washington-apa.org/resources/firms/). In addition to complete contact information, firms are encouraged to provide a description to be listed on a separate page. Pages may be updated throughout the year as needed.

Check all that apply:

- Newsletter, \$250.00  
Ad link (email or website): \_\_\_\_\_
  - Same advertisement as last year
  - New ad has been emailed to [newsletter@washington-apa.org](mailto:newsletter@washington-apa.org)
- Website, \$50.00  
Email the firm description or changes for the website listing (description updates) directly to the chapter webmaster at [webmaster@washington-apa.org](mailto:webmaster@washington-apa.org).
- Check enclosed or on the way. (We do not accept credit cards.) Total: \_\_\_\_\_
- Please invoice me. Total: \_\_\_\_\_

Name: \_\_\_\_\_ Fax: \_\_\_\_\_

Firm: \_\_\_\_\_ Phone: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_