



Important Ad Spec Information

If you wish to repeat last year's ad, simply complete the order form and email to Mule Days at info@muledays.org or fax: 760-872-2328. Please verify your contact information appearing on your order form and make any changes or additions as necessary.

We will be happy to custom build you an ad for this year's program! Submit a sketch by mail or fax. Original artwork (slicks) and original photographs must be submitted by mail. We cannot accept inkjet, photocopy or simulated grayscale laser print artwork. In addition to ad cost, ad production fee will be charged as follows:

- 1/8 page - \$50
- 1/4 page - \$75
- 1/2 page - \$115
- full page - \$175

You may also submit your ad electronically. All art is requested in the format of 300 DPI in either EPS (Encapsulated Postscript Format), PSD (Photoshop), JPEG, TIFF or PDF (Adobe) for press output. All digital files can be sent in these formats, PSD, EPS or PDF.

*******Please send electronic files to: info@muledays.org.*******

Once your ad has been submitted, if you make changes to your ad, you will be charged a production fee for any changes you make. Changes due to publication error will not be charged a correction fee.

Absolute deadline for copy to Mule Days Office: March 15th. Ad must be paid in full by March 1st, or it cannot appear in this year's Mule Days Collector's Magazine.

Send all correspondence to:

Mule Days Celebration • 1141 N. Main St. • Bishop, CA 93514 • Fax: (760) 872-2328

For Additional Information, E-mail info@muleday.org or call the office at 760-872-4263