

## **BULL RUN CIVIL WAR ROUND TABLE**

### **Advertising Policy**

The BRCWRT will consider advertising only for services and products that are substantially related to the educational, cultural, and historical purposes that are the basis for the organization's status as a Section 501(c)(3) organization as defined under BRCWRT Bylaws Section 2: Purposes of Organization. Specifically, this ad policy and procedure applies to non-501(c)(3) organizations for the following paid advertising items: compensated tours of Civil War battlefields and related sites, lectures for which an admission fee is required, and the sale of books, other written material and physical articles pertaining to the Civil War era .

- 1) The total space for all ads in a newsletter issue is limited to one page. For each issue, ads will be accepted in the order they are received until the one-page space limit is reached.
- 2) The Officers and Board of Directors of the BRCWRT will be the final arbiters of whether a proposed advertisement qualifies as one that substantially relates to its purposes.
- 3) Ads will appear near the back page with the following disclaimer *"The Bull Run Civil War Round Table neither endorses nor assumes responsibility for any product or service advertised on this page."*
- 4) Ads will appear in full color in the online edition and in black and white in the USPS delivered edition.
- 5) Advertisers must submit their ad request in accordance with the procedures listed below.

### **Procedures for those Submitting Stone Wall Advertisements**

- Advertisements can be submitted for an upcoming issue of the *Stone Wall* in the period after the publishing date of the preceding *Stone Wall* up to the advertisement submission cutoff date published on the second page of the preceding issue.
- Advertisement submissions in final publishable size and format are made at [BRCWRTads@gmail.com](mailto:BRCWRTads@gmail.com) along with the submitter's name, email address and phone number. Such submissions can be sent by

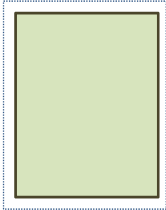
email according to the technical specifications shown in Table 1, below.

- BRCWRT will review the content and space requirements of advertisements submitted on a first-come, first accepted basis given the one page limitation for an issue's advertisements.
- The advertiser will be notified of the acceptance or rejection of the ad for the next newsletter.
- Upon acceptance of an ad, the advertiser must make payment, according to the rates shown in Table 1, within one week by check made to "BRCWRT" and mailed to Charles Balch – 2922 Oakton Ridge Circle – Oakton, VA 22124. If the check has not been received, the advertisement will not be printed in the current issue.

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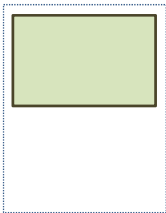
### TABLE 1 -Technical Specifications

Ads may be submitted in either of two formats: a) a single-page Microsoft Word document sized to fit in the borders specified below, or b) a graphic image file in jpg format with pixel dimensions as specified below (150 ppi resolution).



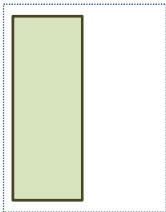
#### **Full Page \$140**

- a) 7 x 9.5 inches,
- b) 1050 x 1425 pixels



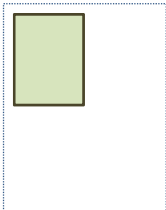
#### **Half Page Horizontal \$75**

- a) 7 x 4.75 inches,
- b) 1050 x 712 pixels



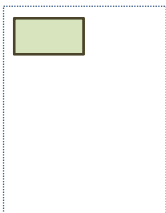
#### **Half Page Vertical \$75**

- a) 3.5 x 9.5 inches,
- b) 525 x 1425 pixels



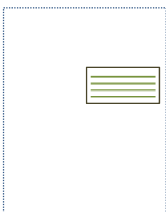
#### **Quarter Page \$40**

- a) 3.5 x 4.75 inches,
- b) 525 x 712 pixels



#### **Business Card \$25**

- a) 3.5 x 2 inches,
- b) 525 x 300 pixels



#### **Classified \$15**

- Four lines
- a) 3.25 inches wide