



Advertising information for *LPA Today Magazine*

Thank you for your interest in advertising in the quarterly publication *LPA Today Magazine*. It is sent to the homes of all members of Little People of America, Inc., a non-profit organization that provides support and information to people of short stature and their families. LPA solicits advertisements for *LPA Today Magazine* that reflect the goals and message of Little People of America, Inc. and that are useful, informative and relevant to the LPA Membership. Below you will find the information you need to get your product, merchandise or service advertised in *LPA Today Magazine*.

Advertisement Specifications

Please be sure that all advertisements are publication ready and are saved in one of the following formats: PDF, JPEG, TIFF or EPS. I prefer PDF. Be sure when saving, all artwork is CMYK and embedded, as are all fonts.

IMPORTANT: Advertisements need to be the proper resolution in order to appear correctly in the magazine. In the chart below, be sure that your ad is AT LEAST the dpi (dots per inch) indicated. I can make things smaller (down-sample) if they are too large, but I can't make them bigger if they are too small (upsample). Trying to upsample in the final production process will make your advertisement appear blurry and pixilated.

Full page	8 x 11	\$400	2400 x 3300
1/2 page	8 x 5	\$200	2400 x 1500
1/4 page	4 x 5	\$100	1200 x 1500
1/8 page	4 x 2.5	\$50	1200 x 750

Submission and Payment Procedure

Step 1: Email your ad to Jody Yarborough at lpatoday@gmail.com **AND** cc: Leah Smith at leah.smith@ttu.edu

Every effort will be made to confirm receipt of your ad in a timely manner.

Deadlines for the production year are as follows:

Winter/Spring — February 15
Spring/Summer — May 15
Summer/Fall — August 15
Fall/Winter — November 15

Issues arrive in mailboxes anywhere from 6-8 weeks later, depending on print house scheduling and the reliability of the USPS Non-profit bulk mail delivery service.

Step 2: You will receive an invoice in your email within 3 to 4 weeks after the above listed deadline. Please remit payment to LPA's main office at Little People of America, Inc., 250 El Camino Real, Suite 201, Tustin, CA, 92780

Contact info: Jody Yarborough, Editor. Cell phone: 408-396-7965, email: lpatoday@gmail.com. Feel free to write or call with questions or concerns.

Thank you for your continued support to *LPA and LPA Today!*