



# 2021 *INSIGHT* AD RESERVATION

<b>Advertiser:</b>		<b>Date:</b>	
Contact Name:			
Address:			
City:	State:	Zip:	
Phone:		Email:	

Please indicate the issue(s) in which you plan to advertise.

<b>Issue</b>	<b>Full Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>
2021 Winter			
2021 Spring / Summer			
2021 Fall			

## **Associate Members who receive 1 complimentary ad in 2021:**

**Platinum:** 1 Full Page Ad  
**Gold:** 1 Half Page Ad  
**Silver:** 1 Quarter Page Ad

<b>Instructions</b>	
<b>Repeat material from last issues:</b>	<b>New Material:</b> enclosed      will send
Special Instructions:	
<b>Signature:</b>	<b>Date:</b>



# 2021 INSIGHT AD RESERVATION

## 2021 Advertising Policies

**Publishing Schedule.** *Insight* Magazine is published three times a year and reaches all Hardee's franchisees throughout the United States. It is printed in 4-color process. All ads must be confirmed by a signed Advertising Reservation Form (above). Placement of ads in the newsletter will be at the discretion of *Insight* publishers.

**Premium Advertising Locations** - Inside Front/Back Cover (1/2 page only) and Outside Back Cover may be purchased for an additional fee. This location will be assigned on a first-come, first-serve basis.

Production Requirements. **The preferred file format for an ad submitted to *INSIGHT* is a high resolution PDF file.** Files may also be created and submitted in either Adobe Illustrator or Photoshop. See below for specific details.

**Adobe Illustrator CC or older.** Convert all fonts to outline. Include any linked images. Linked images should be CMYK 300 dpi. Save file as an .ai, .eps or .pdf.

**Adobe Photoshop:** Save files as CMYK in either a .psd, .tif, .jpg or .pdf file format. (No RGB images PLEASE.) File resolution should be 300 dpi.

PLEASE NOTE: PC fonts are not compatible with a MAC Platform. If ads are submitted using PC fonts that have not converted to outline, we can not guarantee font match to the original.

**Should files require labor to make print-ready additional charges will apply.**

## 2021 Publication Calendar

<u>Issue</u>	<u>Material Deadline</u>	<u>Distribution Date</u>
2021 Winter	February 1, 2021	March 2021
2021 Spring	May 1, 2021	June 2021
2021 Fall	November 1, 2021	December 2021

W x H  
8.5" x 11"

Add 1/8" to all sides for bleed ads.

Live Area 7.5" x 10".  
All type & graphics should fall within 1/2" inside the outer edge of page.

**Full Page**

**\$750**

W x H  
7.25" x 4.875"

**One-half Page**

**\$475**

W x H  
2.57" x 4.625"

**One-fourth Page**

**\$350**

## Questions?

### IHFA Central Office

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