

**New Jersey State Federation of Women's Clubs of GFWC**  
**128<sup>th</sup> Annual Convention**  
**Tropicana**  
**April 24-26, 2022**  
**Susan E. Fosdick, Annual Convention Chairman**

Dear NJSFWC Club Presidents and Members,

We hope that ALL Clubs will submit an ad for the NJSFWC Convention Book. You will be making your club visible and you will be supporting NJSFWC. You may want to honor an outstanding member of your own club or someone who serves on the NJSFWC Board of Directors. Perhaps your club is celebrating a special anniversary which you would like to highlight. This is your opportunity to share your accomplishments with your Federation sisters.

**Follow these instructions to create a spectacular convention ad!**

- **DIGITAL ADS MUST BE CAMERA READY AND STATE SIZE.**
- **Design your ad on a computer** using **Microsoft Word**. If you don't have Microsoft Word, find someone who does. The person who designs your ad should have outstanding computer skills. **JPG FORMAT WILL BE ACCEPTED Please – no PDF documents!**
- Ads look best when they have fewer words and graphics. Keep it simple! This is especially true for quarter and half page ads.
- Borders and graphics do NOT always transmit exactly as the designer intended. That's why it's important to send a paper version of your ad. The Book Chairman will duplicate the original ad as closely as possible.
- Use standard fonts such as Calibri, Times New Roman, *Lucida Calligraphy*, Georgia, and Verdana. Unusual fonts may not transfer from one computer to another.
- **Your ad must be submitted 2 ways** – a **digital version CAMERA READY** (via your computer) and a **paper copy**. Please use a full sheet of paper but print the ad within the dimensions that you desire.
- If you send **ONLY** a paper copy of your ad, we will have to scan it into the computer and the quality will degrade from your original. We send **ONLY** computer generated material to our printing company.
- **Be sure to proof read your ad.**
- The program book will be **5 ½ by 8 ½ inches** with a spiral bound cover. In order to be sure that your ad is the correct size, please use the dimensions on the reverse side of this form.
- Design and submit your ad in **black and white** so that you can see how it will appear in the book.
- Checks should be payable to **NJSFWC Convention Account**.
  - **Mail 3 things - (1) check, (2) club information, and (3) paper copy of ad to:**


**Karen Manneback**  
**10 Furman Drive**  
**Wayne, NJ 07470**

- Send the computer version to: **junesmithkm@gmail.com**

Ads will be placed in the book in the order in which they are received. No handwritten ads will be accepted.

**Please note - Ads for the 2022 Convention Book are due by February 15<sup>st</sup>, 2022**



Contact Karen by email or at **973-839-0826**, if you have any questions. Do this as soon as possible. She will help with creating your ad if you are unable to find a club member to do this.



This is a **quarter page** ad.  
It's 3.5 inches high and 2.0 inches wide.

The entire ad – including borders – must fit within this box.



**Category 1 - \$25**  
**Category 2 - \$40**  
**Category 3 - \$50**

This is a **full page** ad. It's 7 inches high and 4 inches wide.

The entire ad – including borders – must fit within this box.


**Category 1 - \$50** – Club or individual member  
**Category 2 - \$75** – Member/business owner – ad must include name of member's home club  
**Category 3 - \$100** – outside organization/business

This is a **half page** ad. It's 3.5 inches high and 4.0 inches wide.

The entire ad – including borders – must fit within this box.

**Category 1 - \$40** - Club or individual member  
**Category 2 - \$60** - Member/business owner – ad must include name of member's home club  
**Category 3 - \$75** - outside organization/business



Send this **information form**, your **check**, and the **paper copy of your ad** to **Jennie McQuaide**

Name of Organization \_\_\_\_\_

Name of Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

**Circle size of ad** - full    half    quarter                      **Circle Category**                      1                      2                      3

Check # \_\_\_\_\_ Amount enclosed \_\_\_\_\_

**No ads will be accepted at NJFWC Headquarters, nor will they be forwarded.**