

**NJSFWC Convention Book Instructions – May - 2025**  
**New Jersey State Federation of Women’s Clubs of GFWC**  
**131st Annual Convention: CELEBRATE GOOD TIMES**  
**May 4-7, 2025**  
**Vivien Finn, Convention Chairman**

Dear Club Presidents, Members, and Friends of NJSFWC,

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. Note that we have a new category of ads for **members who own a business**. You can reach over 500 Federation sisters by placing an ad in our Convention book. We also continue to seek outside organizations to place ads in our book. The price for ads is different for each category.

**Category 1** – Clubs and individual members (\$50 - full page; \$40 – half page; \$25 – quarter page).

**Category 2** – Members who own businesses (\$75/\$60/\$40). Form must include name of member’s home club.

**Category 3** – Outside organizations/businesses (\$100/\$80/\$50). We welcome support from the community at large.

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

- ❖ **DIGITAL ADS MUST BE CAMERA READY AND STATE THE SIZE OF THE AD.**
- ❖ **Design your ad on a computer** using **Microsoft Word, Microsoft Publisher, or Photo Shop**. If you don’t have these programs, find someone who does. The person who designs your ad should have outstanding computer skills. **Formats accepted are jpg, doc, docx, pub, psd, and pdf** (save as max quality).
- ❖ 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** (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** digital material to our printing company.
- ❖ **Be sure to proofread 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) information form, and (3) paper copy of ad to:**

**Denise Hosier**  
**122 Sandpiper Lane**  
**West Deptford, NJ 08086**

- ❖ Send the digital version to: **dee768nj@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 2025 Convention Book are due by February 15<sup>th</sup>, 2025.**

Contact Dee by email or at **856-848-3217** if you have questions. Do this as soon as possible.



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 - \$80** - outside organization/business



Send this **information form**, your **check**, and the **paper copy of your ad** to **Denise Hosier**.

Name of Club/Organization \_\_\_\_\_

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

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

**Circle size of ad** - full    half    quarter

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