

Gatebook Advertising for Merchants at Estrella War

Ad space is available at the following rates:

Ad Size	Camera Ready	Designed For You
1/8 page	\$35	\$35
1/4 page	\$50	\$50
1/2 page	\$80	\$80
Full Page	\$130	\$130

Actual ad sizes will be determined by final Gatebook format.

Advertising General Policies

- a) The EW Gatebook reserves the right to reject or edit any advertising. Advertising must conform to SCA corporate guidelines. Advertising will be refused if it is offensive, ambiguous or deceptive, makes the product or service unclear or open to misrepresentation; if it advertises illegal organizations or activities; if it maligns identifiable persons, races, religions, or professions; if it is not accurate or truthful; or, if it is otherwise determined unacceptable by the Gatebook Editor and Estrella War Staff.
- b) All advertising rates for the EW Gatebook are non-commissionable, net rates. No cash discounts.
- c) All advertising is prepaid.
- d) Camera Ready art must be submitted in Portable Document Format (PDF), 400–600 dpi, and must be paid for and received by December 6.
- e) “Designed For You” ads must include all wording and other details, and must be paid for by November 1.
- f) Only local businesses or registered merchants of Estrella War may purchase advertising space in the Gatebook.
- g) Advertising space is contingent on your acceptance as a merchant to Estrella War, or local business status, as determined by Estrella War Staff.
- h) Please remit payment by check or money order payable in U.S. funds to “Estrella War SCA, Inc.” Advertising payment is separate from merchant fees. We will take personal checks. Bounced check fee is \$15.