

Polices

15% discount to recognized agencies furnishing advertising materials in VRN accepted formats (see below). No Cancellations after published space closing deadlines and no cancellations at any time on covers. Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the contracted space upon which their billings are based. Advertising is invoiced when issue mails. Invoices are payable upon receipt; 2.0% late charges. Prepayment of first insertion, or approved credit application required for all first-time advertisers. Ad materials will be stored for 12 months only unless advised otherwise.

Mechanical Requirements

Accepted Materials:

Electronic format, either Mac or PC supported software and up to their corresponding version of: QuarkXpress 7.; PageMaker 7.0; InDesign CS3; Illustrator CS3; PhotoShop CS3. **Please note that all files must be prepared in CMYK, not RGB.**

Disks: Can be sent as CD or DVD.

We can also accept PDF files if they are made correctly according to **High Resolution Print Specifications with all fonts embedded. They should follow appropriate specifications regarding resolution and color space (300 dpi, CMYK, spot colors).** When supplying disks, please make sure to include a directory and a color laser of the ad (or B&W if ad is not in color). Ship to Value Retail News, 29399 US Hwy 19 N., Ste 370, Clearwater, FL 33761. Please do not send disks directly to the printer.

FTP/Web Site: Ads placed on either the ftp or web site should include a directory of the file and a copy of the ad should be sent to Value Retail News either as a pdf emailed to **kknobeloch@icsc.org** or a hard copy faxed to 727-781-9838. Please make sure to include all support files, including fonts.

Also, please stuff or zip the files to protect them and ensure their integrity.

If submitting files by a web browser, use the url of **<http://www.gentryprinting.com/vrnupload.html>**. and follow the instructions. You may upload a file up to 195mb in this manner.

If your files are larger than 195mb or you would rather upload using the ftp, enter the information **Host: gentryprinting.com Username: vrnnews Password: Vrnnews1**. Please note the V in the password is upper case.

There is also free Mac and PC ftp client software at **<http://www.gentryprinting.com/ftpclient.html>**.

VRN Classified Advertising

Frequency	1X	3X*	6X*	12X*
Column Inch Rates	\$50	\$45	\$40	\$35

*Spaces to be used within 12 months of first insertion.

Preferred Position: VRN Classified cannot guarantee any special placement request.

Color: Black & White Only

Call for closing dates and specs.

Contacts

Corporate Office

FLORIDA OFFICE

29399 U.S. Hwy. 19 N.,
Suite 370
Clearwater, FL 33761

Phone: 727-781-7557
FAX: 727-781-9717
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