



## AD Request Important Instructions

To help your ad get processed as quickly and accurately as possible, please follow these ad request guidelines:

- Ad requests take **10 business days to process from the date of submission**, so submit your request with sufficient time.
- Locate ads and marketing materials available for customization on CK Brand under the Literature, Advertising, and Program menus.
- Submit only one ad or one ad size per request. A color and black and white version of the same ad can be submitted on the same form.
- Include the width and height of the ad in inches, not in number of columns or what is typically referred to as "column inches."
  - Many publications will give you the number of columns, so you will need to **clarify the size of a column inch**. For instance a one column inch ad by three inches may not be 1" (W) x 3" (H); it could be 1.325" (W) x 3" (H), depending on the newspaper's layout. Also, remember all column widths are not the same throughout a typical newspaper, so **each time you commit to an ad, you should clarify the size (width) of the column inch**.
- In the "Additional Info" field, please reference the ad you would like localized. You may attach the ad to the ad request or submit the ad number, which is located in the lower right-hand corner of the ad in the yellow box.
- When responding to email notifications regarding your ad request, **always hit the "Reply" button**. Replying with a separate email loses all history and other instructions that are important for correctly completing your request.

If you have any question regarding ad requests or print and marketing materials, do not hesitate to contact Terry Carity, Marketing Traffic and Project Manager, at (937) 665-1331 or at TerryCarity@ComfortKeepers.com.