

PostPress ENEWS

Your Resource for Finishing, Binding and Specialty Effects

ENews Text Ads

Text ads include a 125x125 pixel photograph or logo, 30-35 words of text and a direct link to a desired website. Prime Position text ads (one available per issue) are located after the first ENews story, while Standard text ads (two available per issue) are located between the remaining stories.

The text should be written in sentence format. The text itself will contain only one link, placed at the end of the text with the words "Learn more." The same link will be used for the accompanying photograph or logo.

A text ad looks like this:



A D V E R T I S E M E N T

Peterson Publications specializes in the publishing of industry-specific magazines, travel guides, association directories and other organizational materials. We take great pride in each publication, serving our partners, advertisers and readers with equal attention and care. [Learn more.](#)

The above ad contains 35 words. "Learn more" is not included in the word count.

Please send all image files as JPGs only. Files should be at least 72 dpi and RGB color.

If you have any questions regarding the style or content for text ads, please contact your advertising representative at 785.271.5801.

Thank you!

Peterson Publications, Inc.