



Muslim Community Association
3003 Scott Blvd., Santa Clara, CA 95054

Publications Committee
Newsletter Advertising Guidelines

General Guidelines

- Advertisers have to have their own logos. We do not publish 3rd party logos and graphics that have copyrights.
- Classifieds that expire are removed from the newsletter without any notification sent to the advertiser. Advertisers are responsible to track their own ads if they wish to renew after their ads expire.
- Deadlines: Ad texts and payments should be received by **Tuesday 5:00pm** in order to make it to that week's issue. However we strongly recommend that advertisers contact the newsletter staff before the projected day of advertisement in order to ensure a spot reservation.
- MCA holds the right to reject or accept ads submitted; no ads dealing with a business deemed to be in conflict with Islamic principles will be accepted.
- The MCA newsletter staff does not offer logo/graphics design services.
- The Newsletter advertisement guidelines may change without prior notice.

One and 2 Block Classified Blocks:

- 1 classifieds block is 0.7 x 2.5 inches and holds a maximum of 4 lines of text of Times New Roman font size 9, or roughly 20 words. Text Only.
- With the 2 classifieds blocks Ad type (double the size of the 1 classifieds block, vertically), customers have the option to either make it all text (8 lines of Times New Roman font size 9 or 40 words), or they can use a small graphic/logo with the text.
- Please note that in the latter case they are limited to only 20 or less words for the whole block along with the logo.

1/2 and 1/4 page advertisements:

- Page 1 – 3 is reserved for MCA and MCA-sponsored events only.



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- **MCA Sponsored Events:** Events and activities sponsored or co-sponsored by the MCA are not charged a fee for advertisement and may be placed on pages 1,2 or 3 based on space availability (this does not apply to the classifieds section).
- **Design Requirements:** ½ page ads must be 8w x 5h inches. ¼ page ads must be 4w x 5h inches. All designs must be submitted in either **PDF format** or **bmp 24 bit format**. **CMYK color preferred with 150 or 300 dpi resolution.**

Community Announcements:

- **Community Announcements:** Community members may announce their free services in this section at no charge. Announcements should be limited to 2-4 lines. Duration of announcement and size are not guaranteed and are limited to space availability

Obituaries, Prayer Requests and New Born Announcements:

- **Deadline:** Announcements should be received by **Tuesday 5:00pm** in order to make it to that week's issue...