

Early Bird Coupon Policy for Advertisers

1. Early Bird Coupons may be used by the advertiser to whom they are issued as a result of the submission of their advertising to the Editor, in its entirety, to be received on or before the Early Bird Deadline. Incomplete submissions will not qualify for Early Bird Coupons.
2. Ads shall be considered submitted in their entirety only if received complete and in accordance with the specifications in the Advertisers' Instructions published in each issue of the Newsletter* as follows:
 - **Camera Ready Ads** with error(s) or not up newsletter standards will not qualify. Payment must be received either by check or PayPal on or before the Early Bird Deadline. If PayPal is used, forward your PayPal email confirmation to the Ad Editor. Note PayPal pay to address is pwcpubcorp@aol.com
 - **Email text layout and digital photographs** must include complete ad copy, usable* photo image(s), high resolution scans of artwork such as logo (if applicable). And, payment must be received by check or PayPal by the Ad Editor on or before the Early Bird Deadline. If PayPal is used, forward your PayPal email confirmation to the Ad Editor. Note PayPal pay to address is pwcpubcorp@aol.com
 - **Mailing photos and text** must include ad copy, usable image on CD* or hard copy photograph, original artwork or high resolution scan (if applicable) and check or copy of PayPal email confirmation of payment. Note PayPal pay to address is pwcpubcorp@aol.com . All material must be received in its entirety on or before the Early Bird Deadline.
3. One Early Bird Coupon may be used per ad page.
4. The Ad Editor will issue an Early Bird Coupon worth \$15 for each page of eligible Early Bird Advertising. The coupon will include an expiration date indicating the last of the next four Newsletter issues for which the coupon will be valid.

*Photographs must be scanned at the original size at 300 dpi. Digital images must be 300 dpi at the size to be used in the ad. See Advertisers' Instructions in each issue of the Newsletter and on the PWCCA website under Members Only for additional information.