



Revolutionary Germantown Festival 2016 Program Book Ad Specs

ALL ADS DUE BY THURSDAY, SEPTEMBER 1

EMAIL TO blevine@cliveden.org

Please be sure to label your file with your COMPANY NAME and DATE.

Ad Sizes Per Level are as follows:

Presenting Sponsor with onsite opportunities:	\$1,000
VIP Sponsor includes 2 behind the scenes passes:	\$500
Program Book Ads	
Full Page 5" wide x 8" high	\$300
Half Page 5" wide x 3.875 (3 7/8) high"	\$150
Quarter Page	\$75
Horizontal: 5" wide x 1.8125" (1 13/16") high <i>OR</i>	
Vertical: 2.375" wide x 3.875" (2 3/8" X 3 7/8") high	

Ad Guidelines:

- PDF format
- PDF must be "to size" of ad space purchased.
- PDF must be created as "Press quality" in CMYK and resolution should be 300 dpi.
- Do not include bleeds or registration marks on the PDF. Make sure to select "crop image data to frames."
- Fonts should be embedded in the PDF (or, outlining fonts prior to PDF creation will ensure proper imaging).
- Original artwork before conversion to PDF must be created at high resolution at size intended for use, and in CMYK format. (If you supply an ad or a PDF formatted as RGB, the colors you see on the screen may not be what you see in print.) Spot colors should not be used.
- All photos within the original artwork should be CMYK at 300 dpi (be aware that grabbing images from webpages will not yield good results as those files are low resolution). This will ensure quality conversion of these images in the PDF.
- JPG files may be submitted as an alternative, but these must also be "to size" at 300 dpi and CMYK. (PDF files created from your layout or art program will have better quality.) All original files should be created at high resolution CMYK in order to yield best results when converted to press quality PDF.
- If you scan a business card, please scan at actual size at 300 dpi and CMYK. Submitting this as a PDF may offer better print quality than a JPG file.