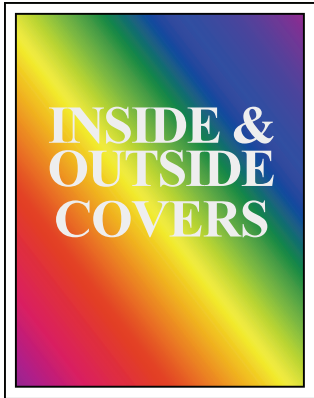


# Program Book Advertisement Specifications



20th Annual Twin Cities  
Human Rights Campaign Dinner  
September 12, 2009



## Sizes/Prices

### OUTSIDE BACK COVER

Full Color - 7.5" x 10"  
Price: \$2,500

### INSIDE BACK COVER

Full Color - 7.5" x 10"  
Price: \$2,000

### SIZE B: Half Page Ad

Black/White - 7.5" x 4.75"  
Price: \$500

### SIZED: Eighth Page Ad

Black/White - 3.5" x 2.125"  
Price: \$125

### INSIDE FRONT COVER

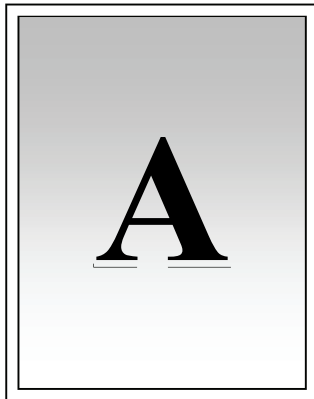
Full Color - 7.5" x 10"  
Price: \$2,000

### SIZE A: Full Page Ad

Black/White - 7.5" x 10"  
Price: \$1,000

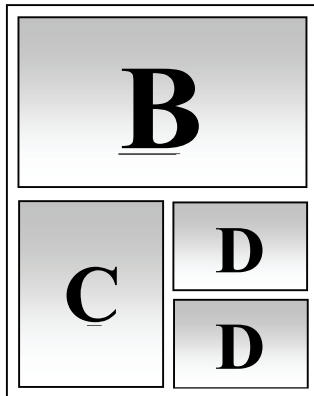
### SIZE C: Quarter Page Ad

Black/White - 3.5" x 4.75"  
Price: \$250



## Design/Mechanical Requirements

- Ad sizes A thru D will print in one color (Black)
- Please make sure in your original documents that all blacks are comprised of 100% black rather than a 4-color black.
- No pantone colors
- All ads must be sized **exactly** (to dimensions indicated above) with **no bleeds**
- HRC will determine the placement of your ad in the program



## Colors

- Full color ads should be in CMYK color and not RGB.
- All blacks must be comprised of 100% black, not a 4-color black.

## File Formats Supported

- Press optimized PDF (PREFERRED)
- InDesign collect including fonts
- Illustrator, Photoshop & Pagemaker also supported

## Submitting your Ad

FTP:

<ftp://www.twincitieshrc.org>

Username: **programbook**  
Password: **pb!2009**

E-Mail:

[programbook@twincitieshrc.org](mailto:programbook@twincitieshrc.org)

Please include Company Name and  
desired ad size in the subject line.

Deadline for Submissions: **August 14, 2009**

Any questions regarding file format or FTP please contact  
Scott Mikesh, Program Book Chair, at [programbook@TwinCitiesHRC.org](mailto:programbook@TwinCitiesHRC.org)