

Advertising

ACLC Contest Program Advertising

Our program for the ACLC 2011 Title Contest will be produced in a 8.5" x 5.5", booklet format.

The outside and inside covers and center pages will be printed in color. Ads on inside pages can be printed in black and white or in full color. A total of 7 pages will be available for color ads and the ads will be sold on a first-come, first-served basis.

The program will feature detailed information about ACLC and the Title Contest judges, participants, and charities. An index of advertisers will also be included in the program.

Approximately 300 programs will be distributed.

Advertising in the program is a great way to gain exposure among many local and out-of-town visitors.

Advertising Rates

Size	Placement	Dimensions	B&W	Color
Full Page	Outside Back Cover	5" x 8"	N/A	\$200
Full Page	Inside Cover (Front or Back)	5" x 8"	N/A	\$150
Full Page	Anywhere	5" x 8"	N/A	\$150
Full Page	Anywhere	5" x 8"	\$100	N/A
Half Page	Anywhere	5" x 3.75"	\$75	N/A
Quarter Page	Anywhere	2.375" x 3.875"	\$50	N/A
Business Card	Anywhere	3.5" x 2"	\$25	N/A

* Non-Profit organizations with a valid 501(c)-3 classification receive a 20% discount on listed rates.

Requirements

- *Artwork and payment should be submitted no later than **Monday, July 26th, 2011.***
- Listed rates are based on camera-ready artwork or print-ready digital files.
- Simple ad design services are available at an additional 10% of ad cost.
- Acceptable digital file formats are: Photoshop, Illustrator, PDF, TIFF, or JPEG
- Macintosh or Windows file formats are acceptable.
- Full-bleed printing will not be available, so ads should include appropriate margins.
- Photoshop, TIFF or JPEG artwork should be between 300 to 600 dpi.
- Convert fonts to outlines in Photoshop and Illustrator files.
- Fonts should be embedded or saved to outlines prior to saving PDF files.

Program Ad Submission Form

Please Send Submission Form with payment.

Date: _____

Company/Organization/Individual: _____

Contact Name: _____

Phone: _____

Email: _____

Ad Type:

- Color Black & White

Size/Placement:

- Full Page – Outside Back Cover
 Full Page - Inside Front Cover
 Full Page - Inside Back Cover
 Full Page - Anywhere
 Half Page
 Quarter Page
 Business Card

Artwork submitted:

- Electronic Filename: _____

Email electronic files to: Tracy Wolf at fenowyn@yahoo.com

Platform:

- Macintosh Windows

File Type

- Photoshop Illustrator PDF
 TIFF JPG

- Camera-Ready (Hard Copy):

Include camera-ready art with this form and mail to the address listed below.

Mail to:

ACLC Title Contest
Alameda County Leather Corps
P.O. Box 20759
Castro Valley, CA 94546

For further information, please contact your ACLC representative.