

ACLC CONTEST PROGRAM ADVERTISING

Our program for the ACLC 2010 Title Contest will be produced in a 5.5" x 8.5", booklet format. The outside and inside cover 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. Color pages sold on first come first serve 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 back of the program. Approximately 300 programs will be distributed.

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

ADVERTISING RATES

Size	Placement	Dimensions	B&W	Color
Full Page	Back Outside Cover	5" x 8"	N/A	\$200
Full Page	Inside Cover (Front & Back)	5" x 8"	N/A	\$150
Full Page	Center Cover (Front & Back)	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, 2010.

- 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 files formats are: Photoshop, Illustrator, PDF, TIFF, or JPEG
- Macintosh or Windows files 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.

ACLC CONTEST AD SUBMISSION FORM

Fill-out the Advertiser Submission Form and send it with payment.

Date: _____

Company/Organization/Individual: _____

Contact Name: _____

Phone: _____ FAX: _____

Email: _____

Ad Type:

- Color Black & White

Size/Placement:

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

Artwork submitted:

- Electronic Filename: _____
Email electronic files to: *bluemoonwood@gmail.com*

- Camera-Ready (Hard Copy): _____
Include camera-ready art with this form and mail to the address listed below.

File Type:

Platform: Macintosh Windows

File Type: Photoshop Illustrator
 PDF TIFF
 JPEG

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

Questions E-mail: *bluemoonwood@gmail.com*