

## 2010 Printed Program Ad Specifications

Ad Sizes Available:

BUSINESS CARD SIZE: 3 1/2 w x 2" h

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QUARTER PAGE SIZE: 2 1/2 w x 4 1/4" h

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HALF PAGE SIZE: 5 1/4 w x 4 1/4" h

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FULL PAGE SIZE: 5 1/4 w x 8 1/2" h

All ads should allow for 1/4 inch margin on all sides, no bleeds.

Colors: Please set up your ad to output as one color art. No color specs should be applied to any type or art elements, as the Program is reproduced in black and white on a high quality Docutech photocopier. This will prevent unanticipated screen tints in the final product.

Accepted File formats:

Please Send all Files in PC/Windows Format. The simplest way to submit to provide us with a press quality PDF file (300 dpi). Please embed all fonts and fax a sample to Emily Young at (916) 442-4182.

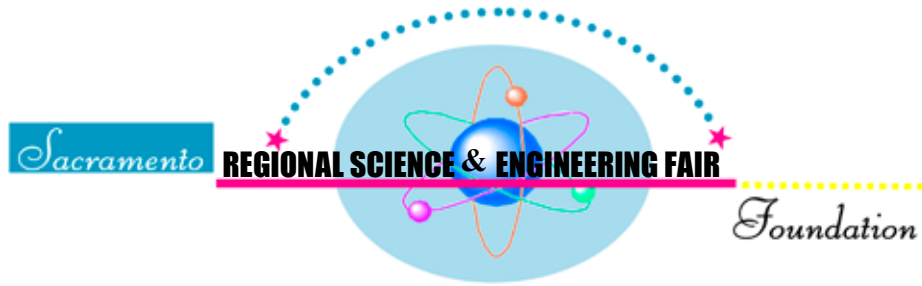
Non-PDF Formats:

InDesign **CS4** or earlier. Please embed/link all associated files using the preflight function and provide a laser sample via fax to Emily Young at (916) 442-4182. Please use JPEG, TIF (300 dpi), or EPS for all images.

PhotoShop **CS2** or earlier. Please flatten your file and send as 300 DPI image.

Adobe Illustrator CS2 or earlier. **If you use Illustrator CS3, I will be unable to open your file.** Please link/embed all associated graphics and convert all fonts to outlines. Please fax a laser printout sample to Emily Young at (916) 442-4182. Please use JPEG, TIF (300 dpi), or EPS for all images.

If you have any questions about your ad, contact Emily Young at SRSEF at (916) 441-3150. We will try to accommodate you if we can!



## 2010 T-Shirts Artwork Specifications

We need a full color version of your logo for placement on the backs of our event t-shirts.

Please send your full color logo to Emily Young ([eyoung@srsefair.org](mailto:eyoung@srsefair.org)) in one of the following formats:

Preferred format is vector art (EPS, Adobe Illustrator, or PDF). TIF or JPG must have a resolution of at least 300 DPI or better. Any fonts in the logo must be converted to outlines or rasterized. Your logo can't be added to our t-shirts if it is not provided in one of these two formats. Please use JPEG, TIF (300 dpi), or EPS for all images.

Please Send all Files in PC/Windows Format. I can accept Illustrator CS2 or earlier. **If you use Illustrator CS3 or newer, I will be unable to open your file.**

If you have any questions about your ad, contact Emily Young at SRSEF at (916) 441-3150.