

E-News Advertising Specifications

2009 Walter Kaitz Foundation Annual Fundraising Dinner Make a Statement. Make a Difference.

Wednesday, October 28, 2009 / Hyatt Regency Denver at Colorado Convention Center / Denver, Colorado

E-news ads can be sent to **Stephen Little** - slittle@walterkaitz.org

The specifications required for E-News Blasts may be submitted in the following formats:

Specifications for submitting SkyScraper Ads

GIF

- Dimensions
 - 120' (w) x 600' (h)
- Non Animated
- 256 Colors
- No Transparencies

Specifications required for submitting Logos

Preferred File Formatting – VECTOR (AI or EPS)

- Vector File Format (Select 1)
 - EPS
 - AI (Adobe Illustrator CS2 or Earlier)
- Color Formats Acceptable (select 1)
 - RGB
 - CMYK
- Dimensions
 - 1" (w) x 1" (h) (Minimum)
 - 12" (w) x 12" (h) (Maximum)

Other Formats Accepted

PSD / Photoshop (CS2 or earlier)

- Resolution
 - 125 dpi
- Color Formats Accepted
 - RGB
 - CMYK
- Dimensions
 - 3" (w) x 3" (h) (Minimum)
 - 10" (w) x 10" (h) (Maximum)

JPG

- Resolution
 - 125 dpi (Minimum)
 - 300 dpi (Maximum)
- Color Formats Accepted
 - RGB
- Dimensions
 - 3" (w) x 3" (h) (Minimum)
 - 10" (w) x 10" (h) (Maximum)

GIF

- Resolution
 - 125 dpi (Minimum)
 - 300 dpi (Maximum)
- Color Formats Accepted
 - RGB
 - CMYK
- Dimensions
 - 3" (w) x 3" (h) (Minimum)
 - 10" (w) x 10" (h) (Maximum)

PNG

- Resolution
 - 125 dpi (Minimum)
 - 300 dpi (Maximum)
- Color Formats Accepted
 - RGB
 - CMYK
- Dimensions
 - 3" (w) x 3" (h) (Minimum)
 - 10" (w) x 10" (h) (Maximum)

