

General 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

Web, Video & Print Advertising Specifications

The following specifications apply to the advertising options offered with various dinner opportunities. See the Sponsorship, Table & Ticket Opportunities Document to establish what advertising options are included in the sponsorship or table package your company purchased.

Dinner Program Ads should be sent to **Zebra Designs** - studio@zebradesigns.net no later than **October 2, 2009**.

All other ads should be sent to info@walterkaitz.org

Button Ad Specifications for Dinner Website, E-news Blasts, & Cable Connection Blog

- Ad must be 120 pixels wide by 60 pixels in height
- Accepted file formats are GIF, Animated GIF, JPG, PNG.
- Files must use RGB colors with fonts embedded
- Maximum file size is 10kb
- A click-through URL (web address) must be provided with the ad

Skyscraper Ad Specifications for Dinner Website, E-news Blasts, & Cable Connection Blog

- Ad must be 120 pixels wide by 600 pixels in height
- Accepted file formats are GIF, Animated GIF, JPG, PNG.
- Files must use RGB colors with fonts embedded
- Maximum file size is 20kb
- A click-through URL (web address) must be provided with the ad

Company Logo Specifications for Sponsor Acknowledgements During Dinner

- Logos should be vector art files saved as an Illustrator native file or an Illustrator EPS
- If your company does not have such files, please send a high resolution, 300 dpi JPG, no smaller than 3 inches by 5 inches

Full Page 4-Color Ad in Dinner Program Sizing

- Trim Size: 7"(w) x 10"(h)
- Safety: 6 ½ "(w) x 9 ½ "(h)
- Bleed: 7 ½ "(w) x 10 ½ "(h)

File Extensions

- TIFF or EPS
- PDF (High resolution; CMYK format; fonts embedded)

Production Specifications

- 300 dpi
- CMYK (4/C)
- Color proof to accompany ad
- Ad to be built to sizes specified above

If You Are Submitting An Ad Created In:

Quark Express

- Must be version 6.0 or lower
- All fonts and supporting files must be included
- Color proof

Illustrator

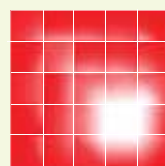
- Must be version CS4 or lower
- 300 dpi
- CMYK format
- All fonts must be turned into "outlines"
- File extensions: TIFF, EPS or hi resolution PDF
- Color proof

Photoshop

- Must be in version CS4 or lower
- 300 dpi
- CMYK format
- File extensions: TIFF, EPS or hi resolution PDF
- Color proof

InDesign

- Must be version CS4 or lower
- All supporting files and fonts must be included
- File extensions: TIFF, EPS or hi resolution PDF
- Color proof



walter
kaitz
foundation