



2016 DWC AD & BANNER SIZES & PRICES

Final art Deadline: May 13, 2016

NEW THIS YEAR!

EVENT ADVERTISING SPECIAL PACK | \$275

With this package you'll get:

1 Business Card Ad in the Souvenir Program

1 6'x5' Arena Banner Placement

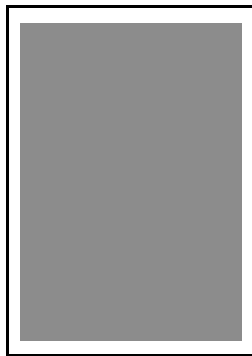
(you supply the banner)

Logo placement in the Souvenir Program 2

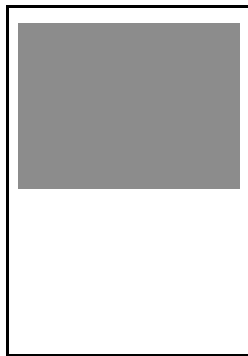
Tickets

2 Souvenir Wine Glasses

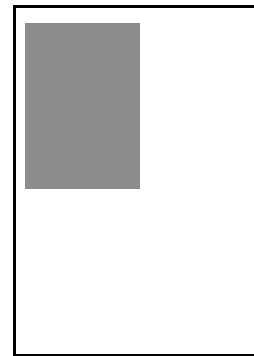
PROGRAM DISPLAY AD SIZES



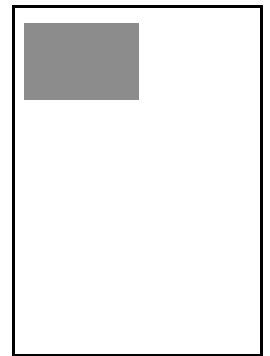
FULL PAGE
7" x 10"
\$500



HALF PAGE
7" x 5"
\$285



QUARTER PAGE
3.5" x 5"
\$175



**BUSINESS
CARD AD**
3.5" x 2"
\$75

ARENA BANNERS | \$125

Maximum Size: 6' x 5'

You supply the banner, we'll hang it in the arena.
Great exposure! Your banner **MUST** have grommets drilled in each corner, as shown. Your banner **MUST** be delivered to DWC the day **PRIOR** to the event.



Contact **Margo Brown** to reserve your space.

phone: **707 529 8704**

email: **dwcprogram@gmail.com**



2016 SOFTWARE FILES & FORMATS

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Software & File Formats

- All ads print in “gray scale” (black and white)
- High resolution, 300+ dpi original digital files must be supplied
- All fonts MUST BE either outlined or supplied.
- All ads must be built to the correct final, finished size

Ads are preferred in the following formats:

- PDF
- EPS
- TIFF
- InDesign CS3, Illustrator CS3, Photoshop CS3

NOTE: Microsoft files will NOT be accepted. This includes Word, PowerPoint and Publisher

Support Files Image Specs

- All support files, placed or linked (not embedded) must be included in a folder separate from the final ad
- Do NOT reduce scanned photos more than 70% or enlarge them more than 150%
- We'd prefer you outline all final artwork fonts. Please use only PostScript fonts.
- Line Art, Images or Text: Bitmap format required range resolution: 1200-1800 dpi
- Black & White or screened images: Gray scale format required range resolution: 300-450 dpi

NOTE: Artwork downloaded from the Internet is unacceptable for print publishing owing to the low resolution file formats. There may also be copyright issues.

Email Ad

Before emailing your ad, please use Stuffit/Zipfile for file compression and self-extracting archived files if needed (.sit, .sea, .zip).

Please email your ad and all the supporting files to: dwcprogram@gmail.com

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