



ADVERTISING SPECIFICATIONS

Confirmation for ad placement must be made with: Danielle Mason
email mason244@comcast.net

Required materials for advertising:

Send full color or grayscale materials in TIFF, EPS or hi-res (press ready) PDF file via email to ads@berkeleyball.org

All type must be outlined, all images 300 dpi.

Ads placed on inside front and back cover will be printed in four color process. This is on a first come basis. Ads placed within the catalog will be black and white (grayscale).

Ad Sizes

Your sponsorship entitles you to place a specific size ad.

\$500: quarter page

\$1,000: half page

\$2,000: full page

Catalog trim size is 8.5" x 11"

Full page ad: 7.5" x 10" vertical

Half Page ad: 7.5" x 4.75" horizontal or 2.75" x 10" vertical

Quarter Page ad: 4.625" x 5" vertical

Separate logos

Logos must be hi res (300 dpi) jpg, gif or eps. They are being used in print and online.

Deadlines for inclusion in the:

Printed Invitation March 5th

Catalog April 5th

Website, as logo art is received

DO NOT SEND:

Microsoft Word, Microsoft Publisher, InDesign, Photoshop or Illustrator files.

Design help

For a nominal fee, we will offer design help for those that cannot produce artwork that adheres to the specifications above. Email your request to ads@berkeleyball.org

Full Page 7.5 x10

Quarter page vertical
4.625 x 5

Half page
vertical
2.75 x 10

Half page horizontal 7.5 x 4.75