

AD ARTWORK SPECS



UPRISING

SONGS OF CHANGE

THE LESBIAN HEALTH INITIATIVE FUNDRAISING CONCERT
featuring the San Diego Women's Chorus and special guest, Janis Ian!

Sunday, May 22, 2016 @ the Balboa Theatre

VIP reception post-concert at the Hard Rock Café.

PRINT SPECIFICATIONS

- 4-color offset
- Final trim: 6 x 6
- Bindery: Saddle stitch
- Line screen (body pages): 150
- Max ink density of 280%

ARTWORK DEADLINE:
FRIDAY, MAY 6, 2016
@ 5PM PST

FINAL FILE REQUIREMENTS

We accept the following files and formats:

- PDF/X-1a
- TIFF (300 dpi)
- JPG (300 dpi)
- EPS

FULL PAGE AD
(Square)
5.5" w x 5.5" h
\$500

REQUIREMENTS FOR ALL ADS

- CMYK (no RGB or spot colors)
Files using RGB and spot colors will be returned re-submission and additional charges may be applied.
- Maximum ink density 280%
- Image resolution: 300 dpi
- All fonts outlined
- Embed all images
- **NO crop marks**

QUARTER PAGE AD
(Square)
2.625" w x 2.625" h
\$100

HALF PAGE AD
(Vertical Only)
2.625" w x 5.5" h
\$250

SUBMITTING ARTWORK

- We encourage you to have finalized artwork files ready for submission at the time of purchasing your ad.
 - When ready, go to www.sdhdf.org/adsales/
 - Follow the instructions to purchase your program ad.
 - At the end of your transaction, click on the "UPLOAD" button to submit your artwork.
 - If your artwork is NOT ready, please refer to your email receipt to submit your artwork at a later time.
- If you have multiple files, use a ZIP or Stuffit program first, then upload.
Note: Do not use more than 15 characters when naming your files.

QUESTIONS? Contact Mike Mance at wecreate@mancecreative.com