

# AD OPPORTUNITIES FOR EVENT PROGRAM



Full-color ads will be printed in the program booklet that will be given to each attending guest.

## FULL-PAGE AD

**\$1,500**

## HALF-PAGE AD

**\$1,000**

## AD SIZES

**PLEASE NOTE:** All ads should be in color and should fully fill the space specified. Please do not include any white/clear space to buffer your ad on the page.

	WIDTH	HEIGHT	RESOLUTION	ORIENTATION
<b>FULL-PAGE AD</b>	5.75 inches (5.5 in. with 1/8 in. bleed)	8.75 inches (8.5 in. with 1/8 in. bleed)	300 dpi	Portrait
<b>HALF-PAGE AD</b>	4.75 inches	3.65 inches	300 dpi	Landscape

## ARTWORK SPECIFICATIONS

### ADVERTISERS WHO WISH TO SUBMIT THEIR OWN ARTWORK

Follow the below guidelines. Ads that do not follow the guidelines will appear blurry in the program and may not be used during the event. Acceptable file formats are JPEG or PNG files. **PLEASE NOTE:** Microsoft Word files are not an acceptable format for final ads.

- ▶ Color mode must be CMYK
- ▶ Resolution must be 300 dpi or greater
- ▶ Quality should be 100
- ▶ Compression should be maximum
- ▶ Text should be no smaller than 8.5 points in size
- ▶ No more than 300 characters of text should be included in ad

### IF YOU WOULD LIKE US TO DESIGN YOUR AD

Please send text and images prepared according to the below guidelines. **PLEASE NOTE:** Scanned documents are not acceptable for submission.

#### TEXT

- ▶ No more than 300 characters of text should be included in ad
- ▶ Microsoft Word documents or unformatted text in the body of an e-mail are acceptable

#### LOGO AND/OR PHOTOS

- ▶ Acceptable file formats are JPEG, PNG, or EPS files.
- ▶ Resolution should be no less than 300 dpi
- ▶ Color mode should be CMYK

ALL ADS ARE DUE BY  
**MONDAY, SEPT 9TH**



PLEASE SEND SUBMISSIONS TO:  
**EVENTS@NEPHCURE.ORG**

For more information about NephCure Kidney International, to purchase tickets, or inquire about sponsorship opportunities, please visit: [give.NephCure.org/CountdownNJ](http://give.NephCure.org/CountdownNJ) or email [events@NephCure.org](mailto:events@NephCure.org).