

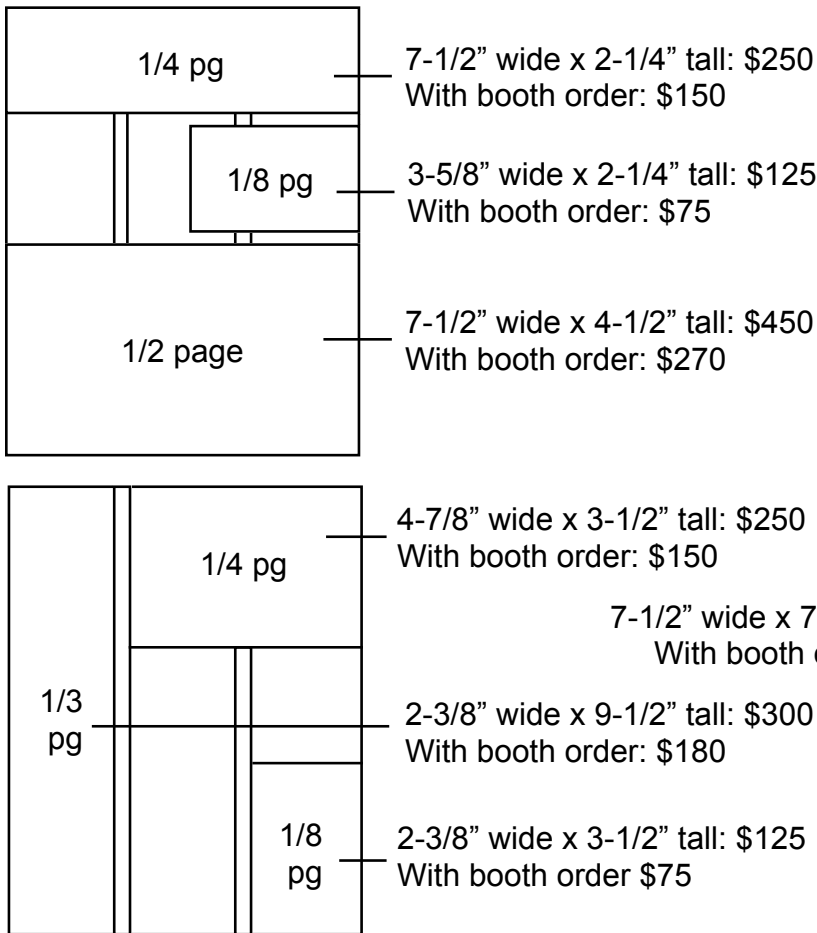


EarthWorks Expo 2010

Denver's Festival of Green Living!

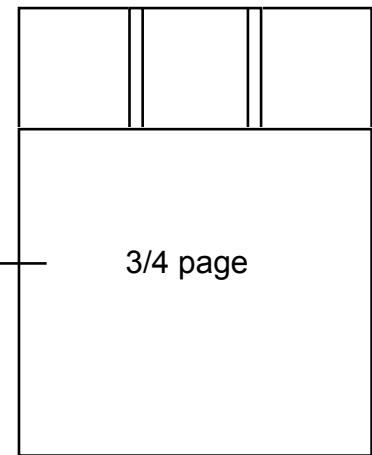
Program Guide Ad Sizes & Rates

All ads are full color. All pages, including covers, are 32# Hi-Brite newsprint.



FULL PAGE:
7-1/2" wide x 9-1/2" tall (no bleed)
Inside pages: \$750
With booth order: \$450

Cover pages:
Reserved for major sponsors



Space between columns and ad borders: 1/4"

AD SUBMISSION DEADLINES:

- Camera-ready art: Friday, April 16, 2010
- Ad design requests: Friday, March 19, 2010

CAMERA-READY ARTWORK FORMAT:

- Artwork must be sized exactly to final specification.
- PREFERRED format: pdf with fonts embedded.
- If working in Adobe Pagemaker, InDesign, Quark etc, send final art as pdf. Call Deanna Estes (see contact info below) if any questions.
- Also OK: Adobe Illustrator 11 (Mac or PC) or earlier (to version 8) with fonts turned into outlines
- Also OK, but not recommended: Photoshop files

NOT OK: MS Word or MS Publisher files. (MS Word OK if submitting copy only for inclusion in artwork to be created by Deanna Estes)

RESOLUTION: Color and greyscale art must be 300 resolution; line art 600 resolution.

COLOR: Must be CMYK, not RGB. All solid black should be 100%K, not a build of CMYK.

SMALL TYPE (14 pt or smaller) registers poorly in color; black recommended. Small reversed (white) type works poorly on color background.

SUBMIT electronic files by email if possible. Also accepted: CD, ZIP disk, floppy

SEND PROOF: If submitting camera-ready art, a hard-copy proof by mail or fax is suggested.

ART CONTACT: Deanna Estes, Lotus Design
Email: Deanna@lotusdesign.biz
Phone: 970-568-7404 Fax: 970-568-9034

TO RESERVE AD SPACE, call 970-416-8700; or send ad specifications with payment by fax or mail. If ordering with exhibit space, use payment form in Exhibitor kit pg 6 (commercial) or pg 8 (non-profit).