

2009
sun valley
sustainability
conference



Advertising Director

Ellen Gillespie
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DESIGN

Production

706 South Main Street, Suite 6
Bellevue, Idaho 83313
208.788.2296 phone
208.788.1433 fax
judy@hawleygraphics.com

Hawley Graphics is a full service graphic design firm. Should you need an ad design we will be happy to work with you. Our reduced rate for the 2009 publication of the Sun Valley Sustainability Conference is \$70 per hour. We provide design estimates on request.

Advertising Production Specifications

Ads Submitted - Ad placement deadline October 1, 2009

Finished ads due on October 7, 2009

Ads can be submitted on CDs/DVDs or via email to judy@hawleygraphics.com

2009 Sustainability Specifications

- Preferred format is Press Optimized PDF or PDF X/1a Optimized files - InDesign files will be excepted with collected fonts and images. Mac format, CMYK or Grayscale.
PC files must be submitted in a PDF format with embedded fonts and images, CMYK or Grayscale
- Press optimized PDF, EPS or TIFF formats - PC Formats OK if fonts are embedded or outlined.
- 300 dpi minimum
- All ad files must be in grayscale unless you have reserved a color ad
- All color ads must be in CMYK color mode, NO PANTONE or RGB colors
- Large areas of black should be 100% black, super black for CMYK ads
- All ads should be sized at 100% and built to the ad specifications

Fonts for Macintosh Only

- Screen (Suitcase) and Printer (Postscript) fonts must be supplied with ad
- Choose a member of the font family for type styles, do not use Quark bold and italic commands
- Include a list of all fonts used

Art & Logos

- Provide in grayscale or CMYK, press optimized PDF, PDF X/1a, EPS or TIFF formats only; line art should be provided at 1200 dpi
- If logos include type, please convert the type to paths or provide fonts

Digital Images for Articles

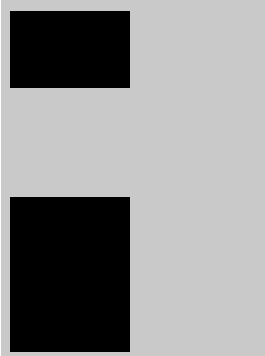
- Digital images must meet these specs:
 - Scans or digital photos must be provided at 100% of the image size at 300 dpi
 - EPS or TIFF formats
 - All images must be CMYK color or grayscale mode

The Sun Valley Sustainability Conference and HG Design are not responsible for the quality of customer provided digital images.

ad sizes

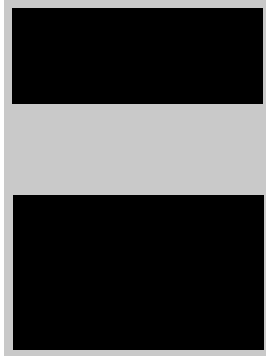
1/8 Page Ad

3.5" x 2.125"
\$125 B/W
\$200 Color



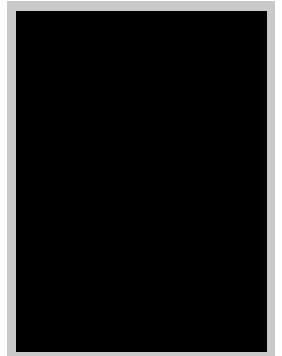
1/3 Page Ad

7.25" x 3"
\$300 B/W
\$400 Color



Full Page Ad

7.25" x 9.25"
\$1,000 B/W
\$1,250 Color



1/4 Page Ad

3.5" x 4.5"
\$200 B/W
\$275 Color

1/2 Page Ad

7.25" x 4.5"
\$500 B/W
\$625 Color

