

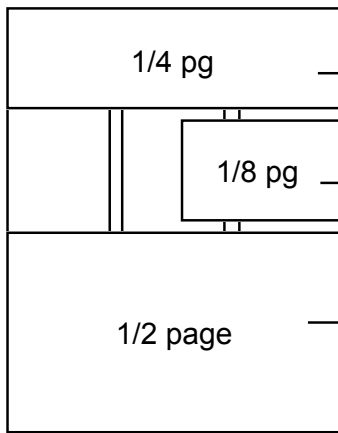


EarthWorks Expo 2008

Join the Evolution

Program Guide Ad Sizes & Rates

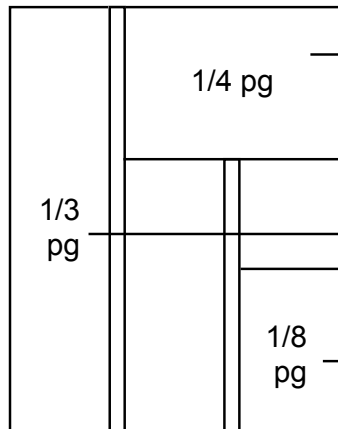
All ads are full color. All pages are newsprint except gloss cover pages.



7-1/2" wide x 2-1/4" tall: \$225
With booth order: \$135

3-5/8" wide x 2-1/4" tall: \$125
With booth order: \$75

7-1/2" wide x 4-1/2" tall: \$400
With booth order: \$240



4-7/8" wide x 3-1/2" tall: \$225
With booth order: \$135

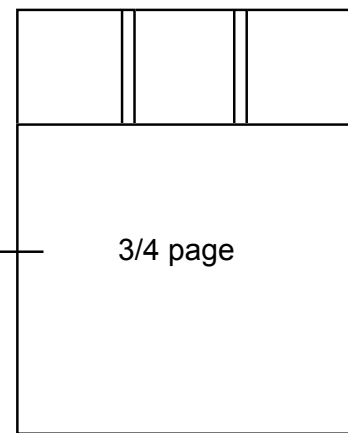
7-1/2" wide x 7" tall: \$550
With booth order \$330

2-3/8" wide x 9-1/2" tall: \$275
With booth order: \$165

2-3/8" wide x 3-1/2" tall: \$125
With booth order \$75

Full page: 7-1/2" wide x 9-1/2" tall
Inside pages: \$700
With booth order: \$420

Full cover pages: no discounts
Inside front cover: \$875
Inside back cover \$800
Outside back cover \$975



Space between columns and ad borders: 1/4"

AD SUBMISSION DEADLINES:

- Camera-ready art: Friday, April 18, 2008
- Ad design requests: Friday, April 4, 2008

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, please mail or fax hard copy proof.

ART CONTACT: Deanna Estes, Lotus Design
Email: Deanna@lotusdesign.biz
Phone: 970-412-1283 Fax: 970-568-9034

TO RESERVE AD SPACE, call 970-416-8700; or send full payment with ad specifications by fax or mail, using the payment form on page 7 (commercial) or page 9 (non-profit).