



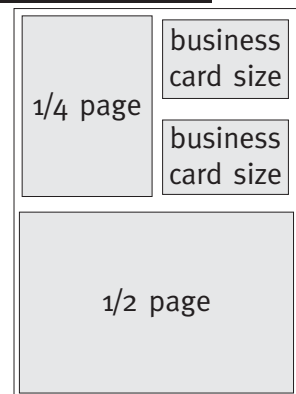
# Program Guide Advertising

This is a great opportunity to buy an ad for your company and sell several more to colleagues, business associates or even clients. Why not leverage this advertising opportunity by thanking the honorees and/or your customers for their business with an ad dedicated to them? This year's outstanding Souvenir Program Guide will be packed with memorable highlights of the luncheon and is something the attendees will enjoy and take back to their offices as a keepsake.

We will track our advertising sales over the summer and proudly list advertisers on the NAWBO-OC Web site. We look forward to you helping us make the NAWBO-OC Remarkable Women Awards Luncheon Souvenir Program Guide a success. We can't do it without you. Thank you, for your support!

## Advertisement Rates in the Remarkable Women Awards Program

Business Card size (black/white)	\$75	size: 3 1/2" w x 2" h
1/4 page (black/white)	\$250	size: 3 3/4" w x 5" h
1/2 page (black/white)	\$500	size: 7 7/8" w x 5" h
s full page (black/white)	\$1,000	size: 7 7/8" w x 10" h



See next page for detailed production specifications.

**Ad Design is available for a fee for Advertisers needing assistance.**

**Contact the NAWBO-OC office at [admin@nawbo-oc.org](mailto:admin@nawbo-oc.org)**

**or (714) 832-5333 for additional information.**

## ADVERTISER ORDER FORM

Date: \_\_\_\_\_ Firm Name of Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email of Advertiser: \_\_\_\_\_

Address of Advertiser: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Size of ad to be inserted: please circle one choice per insertion:

(biz card) (1/4 page) (1/2 page) (full page BW)

Materials provided: please circle one choice per insertion:

(film) (digital disk) (request for ad to be designed)

Instructions for the designed ads should be provided on the ad request form

Special instructions: \_\_\_\_\_

Send artwork and payment to: NAWBO-OC \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Check No.: \_\_\_\_\_

P.O. Box 1714, Tustin, CA 92781 or [admin@nawbo-oc.org](mailto:admin@nawbo-oc.org)

tel: 714-832-5333 fax: 714-730-4019

Camera Ready ADVERTISING MATERIALS are due to NAWBO-OC by August 25, 2006.



# Advertiser Digital Ad Checklist

Please complete all areas. Fill out a separate form for each ad.

Include this form with your ad materials, or you may fax this form to:  
949.218.0739, attention Ad Traffic, Bbs Creative c/o NAWBO-OC

Mail advertisements to Bbs Creative c/o Brenda Buffalin, 30230 Rancho Viejo Road, CA 92675

E-Mail address: [brenda@bbgraphics.biz](mailto:brenda@bbgraphics.biz) Tel: 949.218.0735

Company/Advertiser name: \_\_\_\_\_ Contact phone: \_\_\_\_\_

Name of digital designer: \_\_\_\_\_ Contact e-mail: \_\_\_\_\_

Advertiser ad file name: \_\_\_\_\_ Ad size \_\_\_\_\_

## Check all boxes that apply

### COMPUTER SYSTEM

- Macintosh  Windows

### ACCEPTED APPLICATIONS

What software and versions did you use to create your ad? (check all that apply)

- QuarkXpress version \_\_\_\_\_  
 Illustrator version \_\_\_\_\_  
 Photoshop version \_\_\_\_\_  
 InDesign version \_\_\_\_\_  
 Hi-Res TIFF, PDF, or EPS supplied

If ad is created in a program other than Quark, Illustrator or Photoshop, a TIFF, EPS, or PDF of at least 300 dpi MUST be submitted. (For quality reasons NO GIF's are accepted)

#### • Adobe Pagemaker users:

We do not support native Pagemaker files. You must export your ad as a PDF using "for print" or "for press" as the PDF style.

#### • Freehand and Corel Draw users:

We do not accept these native files. Please export or save your files as TIFF's or EPS's. Be sure to convert text to paths or curves before saving.

### COLOR & DESIGN

Is your ad? four color  black/white   
PMS colors MUST be converted to 4/C.

### FONTS (ADOBE PREFERRED)

All fonts are included (printer and screen fonts)   
Please list all fonts used in the ad. (No MT, or Truetype can be used in this computer-to-plate program guide)

### MEDIA (INCLUDED)

- Zip Disk  CD  1.44 MB floppy disk  
 e-mail  FTP  PDF  
 file compression used

If so, what format? \_\_\_\_\_

### PROOFS (INCLUDED)

- Is proof 100% of actual size?

#### TYPE OF PROOF

- B/W laser  
 Matchprint  
 Kodak approval  
 PDF proof  
 other \_\_\_\_\_

Color cannot be matched by our printers to a non-calibrated laser, black-and-white or pdf proof. Hard copy proofs are mandatory to ensure the integrity of final output. If you e-mail your file, a hard copy proof still must be sent via mail.

### ACKNOWLEDGEMENT

I have read the Digital Advertising Specifications. If no color proof is provided, I understand that color accuracy cannot be guaranteed.

Signed: \_\_\_\_\_

### CHECK ALL ITEMS LISTED

- page size is the 8 3/8 w x 10 7/8 h (trim size) and bleed is 1/8" beyond the trim (please add bleed to pdfs)  
 all image links are verified and updated  
 all image links have been saved as eps or tif files, no DCS or PICT can be used.  
 all images have not been scaled more than 150%  
 no files have JPEG compression applied  
 all pictures have the background set to white except for clipping paths  
 all images fit picture boxes and are rotated in photoshop not in the applic.  
 the resolution of all images are not less than 300 dpi  
 the color mode is consistent throughout the file  
 no rgb or pantone colors are used  
 no lines or anchored rules are thinner than .25 points as they won't print on a web press.  
 areas surrounding the pasteboards are empty  
 the file has been spell checked  
 only truetype and adobe fonts are used in the file  
 the only fonts used are fonts that are available in the actual font families, and not because of the application



## Advertiser Ad Specifications

### ACCEPTED APPLICATIONS

The prepress department at NAWBO-OC is mostly Macintosh based. Although many applications are available for design, we have found that certain applications in the industry give consistent, dependable results. The current programs used at the NAWBO-OC production department are:

- QuarkXpress
- Photoshop
- Illustrator
- In Design

Files from other programs are acceptable if saved in EPS or TIFF format or output as a high-resolution PDF. However, we will be unable to make changes or corrections to these files. All files must be built at 300 dpi or higher. Keep in mind the higher the resolution the better.

Multiple ads may be submitted at the same time. However, multiple ads submitted within a single layout or image file will be separated into individual ads. Please fill out a separate Checklist for each ad you submit.

Any elements (e.g. notes, comments and pasteboard materials) outside of the active ad area will be removed.

We do not accept TIFF.IT-PI files since we are pdf-direct-to-plate and these files don't always provide the best quality at our production facility.

### IMAGES

All hi-resolution images must be included with the digital advertisement. Minimum resolution for all images is 300 dpi. Images which include line art, text and logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi.

Although all files should be EPS, TIFF, or PDF format we will accept native output files from Adobe Illustrator (.ai) and Adobe Photoshop (psd). *We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in loss of image quality.*

Avoid artwork taken from the Internet, it is typically 72-96 dpi and is unusable for print.

### COLOR

All 4-color ads **MUST BE** in CMYK format. Any RGB and/or Pantone colors will be converted.

We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted.

### FONTS

All font files (screen fonts and printer fonts) must be included with the digital advertisement. All ads should be built with Macintosh PostScript Type 1 fonts. Any other fonts (e.g. PC fonts, True-Type) will either be substituted with best matching Macintosh Type1 Postscript font or converted to Postscript at our discretion. Note: Since we are Macintosh based we cannot use PC fonts. Converting your text to outlines or paths will help avoid any potential font problems. Otherwise permission **WILL BE** assumed by the production department to convert the PC fonts, non-adobe or licensed fonts to the closest font family in Macintosh formats. The advertiser will be informed if the closest fonts don't match and a match cannot be achieved. This is a necessary production requirement since this is a program guide that is produced direct-to-plate.

### MEDIA

We accept digital files on the following media:

- 1.44 MB floppy disk
- Zip 100 MB Disk
- CD
- E-mail (under 3MB)  
Files submitted via e-mail should be compressed (e.g. Stuff-it, or WinZip)
- FTP, Large files can be transmitted to us via our FTP site with Wamnet. Please contact 949-218-0735 for specific instructions on how to use this site if you don't understand the instructions below.

### LOADING FILES TO THE FTP SITE

please send your scan to our ftp site as follows  
go to wamgate.com  
then press the yellow button to the left,  
login to the internet gateway, don't concern yourself with the secure or zippy, either is fine type in the user name: bbgraphicsadminpassword: bb92688  
click on the ship package button to the left  
select Bb Graphics in the directory window and hit continue  
select the none button on the next screen  
browse on your computer to find your files to attach preferably a stuffed folder please and  
just submit job, no need for client id or job id.

Send all materials to:

Bbs Creative

attn. Production Mgr. for NAWBO-OC  
30230 Rancho Viejo Rd. Ste 114  
San Juan Capistrano, CA 92675

We do not accept any form of digital media without the NAWBO checklist included and complete.

### PROOFS

A hardcopy proof is required for all digital ads. A black and white laser proof or faxed copy will be sufficient to proof ad content only. Color proofs are not required. Kodak Approvals and Matchprints are the most accurate; color laser and inkjet prints provide general reference only.

### ADDITIONAL CHARGES

There will be no charge for digital ads meeting all the specifications. Any advertiser-submitted file that is not output ready or does not meet our specifications will incur additional prep charge of \$100 per hour, billable in quarterhour increments. The advertiser will be notified in advance of these charges to be incurred and will be offered the option to provide materials ONLY, if there is still time in the production cycle.

### DESIGN

There is design service available for advertisers who cannot meet these specifications and need assistance in the development of ad materials. Information regarding the production of quality images for print production and costs are available with your customer service representative at (949) 218-0735.

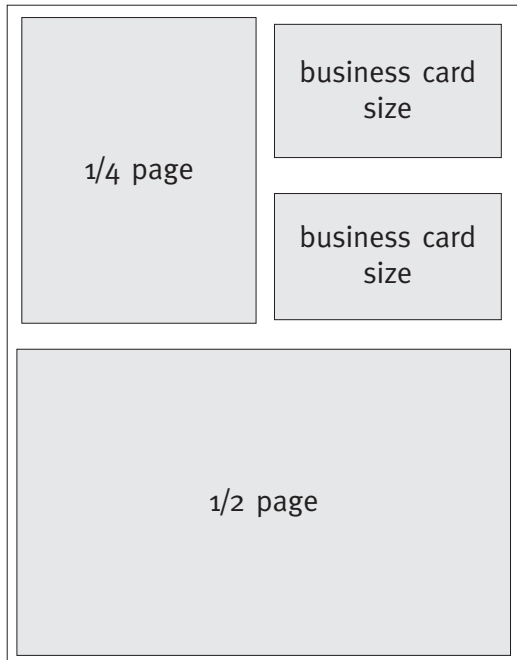


**NAWBO-OC**

## **Advertisers needing design assistance**

Special discounted DESIGN FEES for advertisers in the Remarkable Women Awards Program  
Offered at the one time rates listed below

business card ads \$25  
1/4 page ads \$50  
1/2 page ads \$100  
full page ads \$250



### **AD SIZES**

Business card size 3 1/2" w x 2" h

1/4 page BW 3 3/4" w x 5" h

1/2 page BW 7 7/8" w x 5" h

full page BW 7 7/8" w x 10" h

full page 4/c 8 1/2" w x 11" h

Bleed for full page ads need to be built so that it adds 1/8" beyond the above trim size, also keep text 1/2" inside from the trim on all sides. (please include bleed to all pdf ad insertions)

**mark up in this area in special instructions you need to communicate regarding your design**