

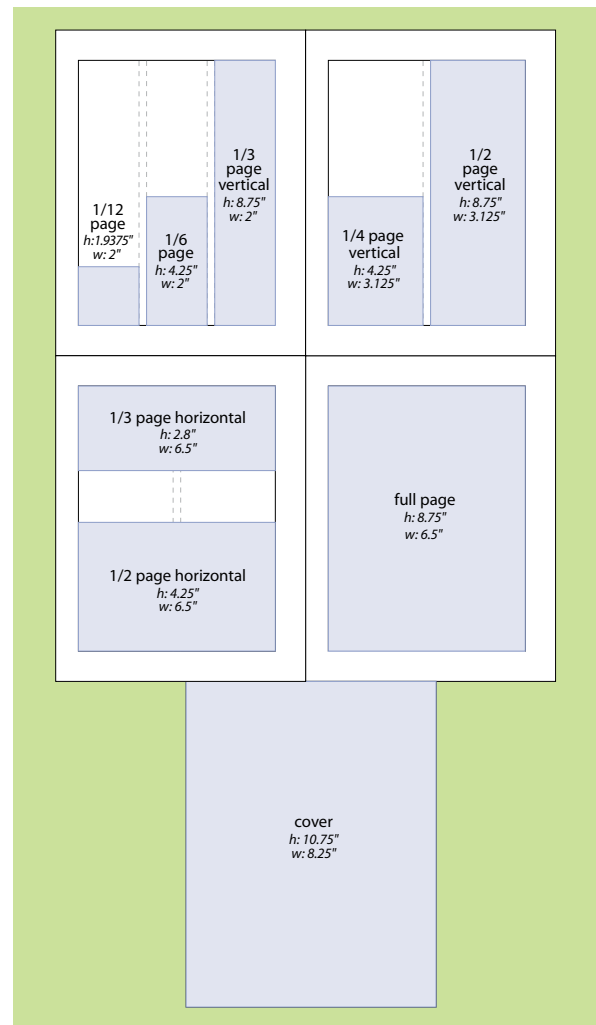


EcoFair360 Program Guide Ad Specs and Rates

These rates are for inclusion in the EcoFair360 2011 program guide. We will print 10,000 guides, which will be distributed at the Fair and throughout the area in the weeks leading up to it. The online version of the guide will remain active through March 1, 2012.

ad sizes

Page Size	EcoFair360 Program Guide (Print)
Back Cover	≤ 1,800.00
Inside Cover	≤ 1,500.00
Inside Back Cover	≤ 1,200.00
Full Page	≤ 650.00
1/2 page (hor. or vert.)	≤ 400.00
1/3 page (hor. or vert.)	≤ 350.00
1/4 page	≤ 250.00
1/6 page	≤ 200.00
1/12 page	≤ 75.00



preferred delivery format

Files should be e-mailed to:

stephanie@ecofair360.com

Maximum attachment size: 5Meg. Please fill out all information on this form and e-mail the completed PDF to **stephanie@ecofair360.com** prior to submitting file.

You may also submit via CD or DVD. Please fill out information on this form, print and include copy with disk. Printed color proof is advised. Disk will not be returned.

Mail to: ATTN: Stephanie/EcoFair360, 750 Veterans Pkwy. Ste. 104, Lake Geneva, WI 53147.

naming convention

File names should include the company name and ad size. For example, a PDF from Greenspace Inc. for a 1/3 page vertical ad should be named "Greenspace 1/3 vertical.pdf."

preferred file format

PDF-X 1/a or Press Quality PDF.

also accepted: Illustrator .eps and Photoshop .tif or .jpg.

PDF files must contain only 4-color process images (CMYK). All fonts must be embedded and subset.

Bitmap images must be final, color corrected, hi-resolution (300 dpi) CMYK files.

EPS files must have all images embedded and fonts outlined.

All colors must be 4-color process (CMYK). Convert all RGB images and spot colors to CMYK.

PLEASE NOTE

- Submitted files should include crop marks, whether or not there are bleeds.
- We will be printing on low-weight, high-grain, 100% recycled paper. We do not recommend type smaller than 9 points or complex graphics. We may be printing using a digital printer, which tends to enhance saturation of colors. We'll do our best to maintain color accuracy, but we make no guarantees.
- Proofs should be provided at 100% size with crop marks.
- Ads created in an unacceptable format can not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. We cannot be responsible for any errors in content.
- If files are prepared improperly, we cannot guarantee the reproduction of the ad.
- **BLEEDS:** where necessary, should be 1/8.
- **SAFETY:** keep live matter 1/4" from trim edge on all four sides.

Ads must conform to the dimensions shown. In the event they do not, the ad will be reduced or enlarged to fit designated space.

ECOFAIR360 PRINT AD CHECKLIST

File Name

Ad Size

Company

Contact Person

Contact e-mail

Contact phone

I acknowledge that these steps have been taken:

All objects and spot colors are in CMYK color mode

All fonts have been subset/embedded or outlined

All image files have an effective resolution of at least 266 dpi. If not, I am aware that my images may appear blurry and/or pixelated.

All text has been proofed and approved.

A proof of the ad has been provided.

If PDF, the PDF-X 1/a, Print or Press Quality setting was used.

file format

PDF EPS JPG TIF

anything else you would like us to be aware of: