

ADVERTISING

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COMMEMORATIVE PROGRAM BOOK

DISTRIBUTION: 5,000 in Registration Bags delivered to each Conference Registrant

FULL-PAGE COLOR

CORPORATE RATE \$3,300

NONPROFIT/GOVERNMENT RATE \$2,300

PROGRAM BOOK AD SPECIFICATIONS

AD SIZES:

BLEED: 6.75" x 9.75"

NON-BLEED: 5.5" x 8.75" full page
(Margins: .375" top/bottom, .5" right/left)

TRIM SIZE: 6.5" wide x 9.5" deep

AD SUBMISSIONS MUST BE RECEIVED BY MAY 16, 2008.

**ATTENTION:
THIS IS NOT A STANDARD 8 1/2 X 11 AD.
8 1/2 X 11 ADS WILL NOT BE ACCEPTED.**

NOTE:

Ad submissions that DO NOT follow exact size specifications may have image cut off. Please be sure to submit ads with the correct specifications to avoid your ad from being affected.

COLOR PROOF REQUIREMENTS:

All submitted ads must include a printed color proof for quality checking. NCLR assumes no responsibility for ads supplied without appropriate proof.

RESOLUTION, LINE SCREEN, AND DENSITY:

Ads must be at least 150 line screens and at least 300 dpi. Density of tone for four-color printing should not exceed 300%.

SIZE CONDITIONS:

We reserve the right to modify the size of an ad if it is different from our specifications.

ELECTRONIC AD SUBMISSIONS:

Ads are only accepted in electronic format. Ads delivered via email cannot exceed 5 MB. All mailed ads must be supplied on a CD-ROM. Please include a printed directory on each disc so that its contents may be easily identified. Ads must be submitted in CMYK format in one of the following formats:

QUARKXPRESS:

QuarkXpress documents with all related files (screen and printer fonts, any related artwork or photos). Please do not use true type fonts or stylized fonts by using bold, italics, or other menu style commands. Scanned color images should be supplied as CMYK files, not RGB or Indexed Color. JPEG compressions should not be applied to images intended for print. Image manipulation such as rotation and skewing should be done in an image-editing application rather than an illustration or page layout application.

ADOBE ILLUSTRATOR:

Text must be converted to paths. Please include all images and fonts.

MACROMEDIA FREEHAND EPS:

Text must be converted to paths. Please include all images and fonts.

ACROBAT PDF:

Acrobat PDF with all fonts embedded and press optimized. Please include all images and fonts.

*Please DO NOT use inappropriate applications to produce ad materials. These include word processors, presentation software, and simple bitmap editors such as MS Paint. These products are not intended for professional output.

Send all Materials to:

Attn: Sponsorships
National Council of La Raza
Raul Yzaguirre Building
1126 16th Street, NW
Washington, DC 20036

Or

Via Email:
ads@nclr.org
Subject: 2008 San Diego Ad Materials

DEADLINE FOR ALL AD SUBMISSIONS: MAY 16, 2008