



# JOURNAL ADVERTISING

Advertising space and materials due by **THURSDAY, JUNE 18, 2020**

COLOR	B/W	SIZE	DIMENSIONS (width x height)
<b>SOLD</b>	N/A	Outside Back Cover	A – full page + bleed
<b>\$10,000</b>	N/A	Inside Front Cover*	A – full page + bleed
<b>\$10,000</b>	N/A	Inside Back Cover*	A – full page + bleed
<b>\$1000</b>	<b>\$900</b>	Full Page**	B – 7"x10"
<b>\$800</b>	<b>\$700</b>	Half Page**	C – 7"x4.75"
<b>\$600</b>	<b>\$500</b>	Quarter Page**	D – 3.375"x4.75"

\*This comes with a Presenting Sponsor package

\*\*All advertising packages include multi-course dinner for two for pick up (location TBD) or food delivery gift card, 1 bottle of wine and 1 dessert for all guests if guest information is provided to VICA by July 2

## AD SPECIFICATIONS + SUBMISSION

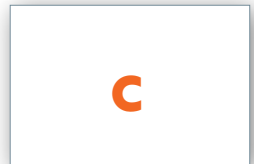
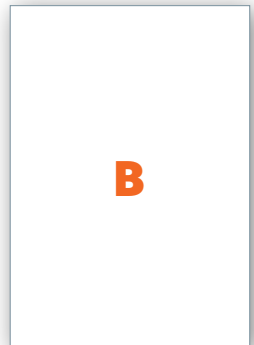
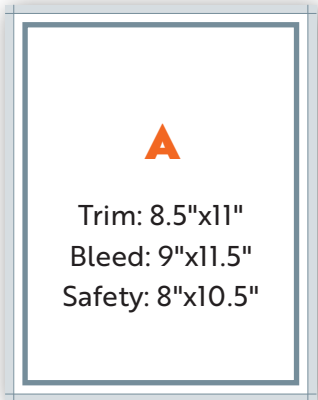
**Ad Submission:** Ad files can be emailed to [cathy@vica.com](mailto:cathy@vica.com). If over 9MB in size, please use WeTransfer.com.

**File Formats:** High-resolution PDF (with fonts embedded), PSD, JPEG, TIFF, or EPS File (with fonts outlined & images embedded). Other formats may result in delays. Also, we can assist you with the design of your advertisement.

**Color Mode:** Submit artwork as grayscale for b/w positions or CMYK for color positions. No RGB. Publisher cannot be responsible for variances in color if a SWOP proof is not provided.

**Fonts:** All fonts must be OpenType or Postscript Type 1, unless text has been converted to outlines. Any TrueType fonts must be converted to outlines.

**Images:** Resolution for all artwork should be 300 dpi at 100%. Save all b/w images as Grayscale. Save all color images as CMYK, no RGB. Any artwork under 150 dpi is not considered print quality. Low resolution materials (including 72 dpi images from the internet) may appear bitmapped or blurry and is not acceptable for print reproduction.



QUESTIONS? CALL CATHY AT 818.817.0545



**VALLEY INDUSTRY & COMMERCE ASSOCIATION**

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