



[www.hrwards.org](http://www.hrwards.org)

## 2008 Program Booklet Ad Specifications

### Accepted formats for full-color ads

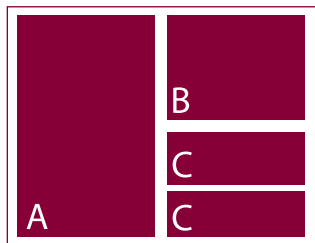
1. Adobe Acrobat PDF  
*All graphics and fonts must be embedded*
2. Adobe InDesign or Quark XPress file (include all images, logos, etc.).
  - a) *All fonts must be Adobe fonts (no True Type)*
  - b) *Colors must be specified as CMYK. Any other color format will be converted to black or CMYK process at the designer's discretion.*
3. Photoshop file

### Additional Information

- Programs meant for general office use such as Microsoft Word and Powerpoint SHOULD NOT be used.
- No True Type fonts, system fonts or forced timesteps (i.e. italic, bold). Doing so may cause your fonts to default to another font.
- Images should be 300 dpi (bitmaps – 1200 dpi).
- To submit an ad on Zip disk or CD, please send as a MacOS compatible only, QuarkXPress or Adobe InDesign document with all files and fonts included along with a hard copy of the ad.

Please indicate with your information and ad, what size you are purchasing. If submitted ad does not fit recommended sizes as stated above, ads will be resized using the designer's discretion.

### Booklet Ad Sizes & Costs:



- A. Full-page ad = \$500  
no bleed: 4" (w) x 9 3/4" (h)
- B. Half-page ad = \$275  
4" (w) x 4 3/4" (h)
- C. Quarter-page ad = \$150  
4" (w) x 2 1/4" (h)

### Submitting your ad

Via email (for files smaller than 10MB): [info@jackoutofthebox.com](mailto:info@jackoutofthebox.com)

Via FTP (for files 10MB and larger): [Go to jackoutofthebox.com/ftp](http://Go.to/jackoutofthebox.com/ftp)

Via mail on CD or DVD: Jack Out of the Box Designs  
c/o HR Department of the Year Awards  
22 E. Wissahickon Ave.  
Flourtown, PA 19031

Questions about submission: 610-574-1996

[info@jackoutofthebox.com](mailto:info@jackoutofthebox.com)

**ALL AD MATERIALS ARE DUE BY FRIDAY, OCTOBER 17, 2008, BY 5 P.M.**

For booklet advertising information: Seamless Events Inc.

[info@seamlesseventsinc.com](mailto:info@seamlesseventsinc.com)

484-461-1067