



Project Restore

21st Annual Heritage Awards

Thursday, September 10th 2009

2009 Tribute Journal - Instructions (pg. 1)

JOURNAL DEADLINE

Space reservations & materials
must be received by
Monday, August 10th 2009

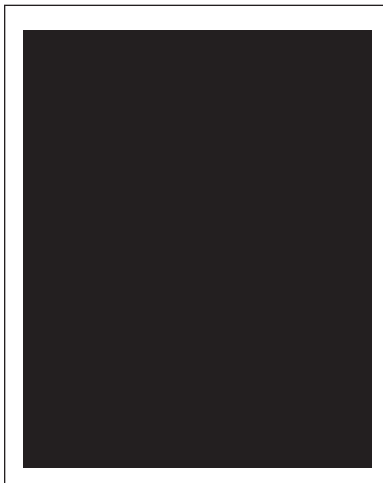
Sponsor ad placement and contact information:

Name	_____		Title	_____
Company	_____			
Address	_____		Suite/Floor	_____
City	_____	State	_____	ZIP
Telephone	_____		FAX	_____
E-Mail	_____			
Contact	_____			

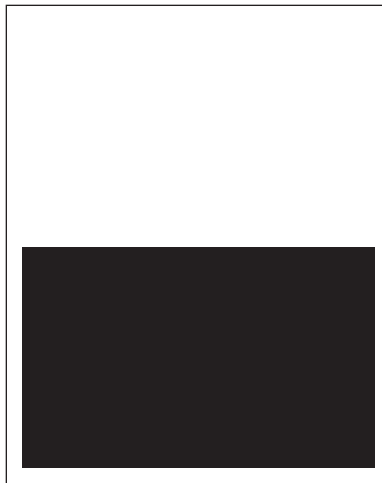
Gala Tribute Journal Ad Sizes :

Pages in the 2009 journal trim to 8.5"x 11" and are available in Black and White only. Please Indicate your choice below:

- Full-Page** \$3,500 8"x10"
- Half-Page** \$2,000 8"x 4.75"
- Quarter-Page** \$1,000 3.75"x 4.75"



Full-Page
8" x 10" (live area)



Half-Page
8" x 4.75" (live area)



Quarter-Page
3.75" x 4.75" (live area)

Note: Artwork must camera ready. Electronic Disk preferred, but ad may be supplied on film as well.

Please refer to our attached Spec Sheet for complete details on how to prepare your ad.

Please return this form, your camera ready artwork and check to:

Project Restore, 200 N. Spring Street, Room 1633, Los Angeles, CA 90012

Electronic materials should be e-mailed to: project.restore@lacity.org

For more information call Project Restore at (213) 978-0283

FAX: (213) 978-0285



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General Information

Submitting Materials

All submitted material must be labeled with the following information:

- Advertiser name
- Telephone
- Contact

Design Considerations

Hairline rules and reverse type (under 8pt. serif) are not recommended.

Submitting Camera Ready-Film

Advertisers may want to send film for ads created by outside agencies. When submitting ads in this manner, no changes can be made to the ad. If changes are necessary, new film will have to be provided to us before the final deadline. The following outlines our film specifications required.

Line Screen

133 line for all B&W ads

B&W Negative Film

Negative film requires a single layer proof such as a velox. Output film emulsion down, right reading.

B&W Positives

Mechanical art, camera-ready to size (stat or velox) is acceptable where NO HALFTONES are used. NO LASER PRINTS. If halftones or any gray shades are used, please provide negative film.

Note: Artwork must camera ready. Electronic Disk preferred, but ad may be supplied on film as well.

Please refer to our attached Spec Sheet for complete details on how to prepare your ad.

Please return this form, your camera ready artwork and check to:

Project Restore, 200 N. Spring Street, Room 1633, Los Angeles, CA 90012

Electronic materials should be e-mailed to: project.restore@lacity.org

Submitting Electronic Files (Preferred)

Acceptable Digital Formats for Ads

Preferred: Adobe Acrobat 4.0-6.0 (pdf)

Illustrator 8.0-10.0 (eps only)

Photoshop 5.5-7.0 (eps or tiff only)

RE: Acrobat Files (preferred)

All files must be grayscale, no CYMK or RGB files.

Distill as Press Quality (300 dpi)

Embed all Fonts !

RE: Photoshop Files

All files must be grayscale, no CYMK or RGB files.

All art files must be saved as 300 dpi in eps or tiff format

All fonts must be outlined and embedded

TIFF files except clipped files that are saved as EPS

RE: Illustrator Files

Files must be grayscale.

All fonts should be postscript

All fonts must be converted to outline and embedded

All support files should be embedded in the document

Acceptable Transfer Formats

Preferred : CD

(Please include a laser print or hard copy proof of the ad plus a print out the disk contents.)

Files may also be e-mailed to: prestore@bpw.lacity.org

(Please fax a copy of the ad to: 213-978-0285 for reference.)

Be sure to include:

- 1) Ad file in accepted program, plus all artwork files included in the ad, saved in the proper format. (See above.)
- 2) All fonts embedded in document
- 3) B&W proof of your ad (laser or ink jet prints and veloxes)