

7th Annual

Benefiting the
LEUKEMIA & LYMPHOMA SOCIETY®
fighting blood cancers

Carz Cruizin
to cure cancer



2017 Event Program Specifications & Advertising Rates

Each year, the local community – businesses and individuals – give their time and money to support the Leukemia & Lymphoma Society by sponsoring or participating in the **Carz Cruizin to cure cancer** classic car, truck and motorcycle event. The event program is read by thousands of enthusiastic entrants and spectators. For questions about advertising in the event program, please contact Tom Sadowski at tomsadowski@verizon.net.

RATES AND DEADLINES

Ad Size	1x Insertion	Space Reservation	Materials Due
FULL PAGE	\$300	August 11, 2017	August 25, 2017
HALF PAGE	\$200	August 11, 2017	August 25, 2017
QUARTER PAGE	\$125	August 11, 2017	August 25, 2017

AD SIZES

<p>Full Page <u>NO bleed</u></p> <p>Image area: 8.125" x 10.625"</p> <p>Publ. Trim: 8.5" x 11"</p>	<p>Half Page Horizontal <u>NO bleed</u></p> <p>Image area: 8.125"w x 5.312"h</p>	<p>Quarter Page <u>NO bleed</u></p> <p>Image area: 3.96"w x 5.312"h</p>
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General Guidelines

- All Ads must be submitted as 4 color process (CMYK only, no spot colors)
- All ad files must be supplied in PDF/X-1a (press-optimized) format. No native files
- Include standard crop marks
- Minimum resolution of 300 dpi
- Files can be emailed as stuffed or zipped files to tomsadowski@verizon.net