



2010 National Philanthropy Day Advertising Rates and Specs

Advertising Rates- Non-Sponsors

Full Page	Black & White	\$400
½ Page	Black & White	\$250
¼ Page	Black & White	\$150

Advertisement sizes

Full Page (Title Sponsors)	Color	Trim: 5.5" (W) x 8.50" (H); Bleed: 5.75" (w) x 8.75" (H)
Full Page (Non-Sponsor)	Black & White	Trim: 5.5" (W) x 8.50" (H)
½ Page (Supporting Sponsor)	Black & White	5.25" (W) x 6.00" (H)
¼ Page (Event Patron)	Black & White	5.25" (W) x 4.00" (H)

Program Specifications

- The National Philanthropy Day program is created in QuarkXPress v.7.3, mac version
- Design assistance for ads can be provided at a rate of \$50/hr
- Files under 5mb can be emailed to chad@whitespacedesigns.net, stuff or zip Quark files (fonts included)/Illustrator files (fonts outlined) with links or hi-resolution PDFs

Acceptable File Types

- Adobe Illustrator (make sure to include all linked files and outline all fonts used)
- QuarkXPress (make sure to include all printer/screen fonts and linked graphics)
- Photoshop File (tiff and jpeg files are acceptable and all files must be at least 300dpi)
- Acrobat PDF files

Unacceptable File Types

- Any files built in Microsoft Office products (Word, PowerPoint, Publisher, etc)
- Adobe freehand files

Send/Email all final advertisements to: WhiteSpace Design
4114 East 1st Street
Tucson, AZ 85711
chad@whitespacedesigns.net

Send payment to: AFP Southern Arizona
PO Box 41176
Tucson, AZ 85717

All ads due by Friday, October 15, 2010