



12th Annual International Conference & Business Expo

July 12-15, 2012 | Hyatt Regency Dallas

2012 PROGRAM GUIDE AD SPACE RESERVATION

Reservation Deadline: June 18, 2012

Please carefully read the ad specifications on page 2 to ensure that we are able to reproduce your ad in the 2012 Program Guide.



The 2010 Program Guide

Contact's Name _____

Company Name _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Contact's Phone _____ Fax _____

Contact's Email _____

Reservation Deadline: June 18

Please reserve ad space in the eWomenNetwork International Conference Program Guide:

- Full Page @ **\$2,500**
- Half Page @ **\$1,250**
 - Horizontal
 - Vertical
- Quarter Page @ **\$625**
(Vertical only)
- Eighth Page @ **\$312.50**
(Horizontal only)

Credit Card Information: Visa MasterCard American Express Discover Card

Card Number: _____ Expiration Date: _____

Name as it appears on the card: _____

Billing address of credit card: Same as above

Authorization Signature _____ Date: _____

**Fax this form to
972-720-9995**

For more information, contact
Leanne Osborn, 972-620-9995, ext. 1031
LeanneOsborn@eWomenNetwork.com
(Please put "Program Ad" in your subject line.)

AD SPECIFICATIONS FOR THE 2012 PROGRAM GUIDE

Ad Colors:

Four-color process will be available for all ads. All color images must be in **CMYK mode**—not RGB. Neither PMS colors nor other “spot” colors will be available for printing ads, so please make sure that these extra colors are not included in your submitted electronic art files.

Image Screens and Resolutions:

The Program Guide will be printed with 175 lpi halftone screens. Please submit your images at **300 ppi or higher**, and please do not pre-screen them into halftone dots.

Please note that it is not advisable to include small type characters within rasterized images, such as those created by Adobe Photoshop, because the 175 lpi halftone dots will cause the type’s edges to become blurred in the final printing of the book, regardless of how sharp they may appear on your computer monitor.

The preferred method is to layer your Photoshop images, without any small type characters, inside another document which is created by an application that is designed to handle the PostScript outlines of type fonts. These applications include Adobe Illustrator, Adobe InDesign, and QuarkXPress. Do your typesetting within the document that is acting as the container for your Photoshop images.

The three applications mentioned above can also easily convert your finished ad to a press-ready PDF document for submission to us.

Electronic Files Accepted:

- **Press-Ready PDF** preferred.
- **Adobe Illustrator EPS** accepted. All type characters **must** be converted to outlines. It is acceptable to embed a Photoshop image into your Illustrator document.
- **Adobe Photoshop TIFF** accepted. Please do not include small type characters in your Photoshop image (see above).

No other file formats can be accepted.

File Acceptability:

Each advertiser is advised to seek assistance locally from advertising or graphic arts professionals. Ads that do not comply with the required technical specifications can be adjusted by the staff of eWomenNetwork, at the advertiser’s option, with such work being billed to the advertiser at the rate of \$100.00 per personnel hour, plus expenses incurred, plus an additional 15% of total expenses, plus applicable state sales taxes.

Ad Dimensions:

Full Page

Trim = 8.5" x 11"
Full-bleed size = 8.75" x 11.25"
Non-bleed ad size = 7.5" x 10"

Half Page

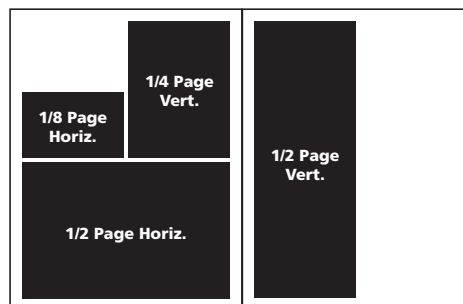
Vertical = 3.67" x 10" (22p0 x 60p0)
Horizontal = 7.5" x 4.92" (45p0 x 29p6)

Quarter Page

Vertical = 3.67" x 4.92" (22p0 x 29p6)
Horizontal not available

Eighth Page

Horizontal = 3.67" x 2.375" (22p0 x 14p3)
Vertical not available



Ad Borders:

Each ad smaller than full page must have **either** a border **or** printable image up to the ad’s edges. Each less-than-full-page ad lacking borders or to-the-edge image will have a black 1 pt. rule border added by the eWomenNetwork staff.

Submission of Ad Files:

CD-ROMs and Printed Proofs may be mailed to:

Graphics Dept.
eWomenNetwork, Inc.
14900 Landmark Blvd.
Suite 540
Dallas, TX 75254

Electronic Files smaller than 10MB may be emailed to:

graphics@eWomenNetwork.com
Please Zip multiple files into a single container.

Large Electronic Files may be uploaded to our dropbox site.
<http://dropbox.yousendit.com/eWomenNetwork986464>

For technical support, 972-620-9995 ext. 1071