



## **PROGRAM GUIDELINES**

### **The Creative Coalition's Spotlight Initiative Awards Saturday, September 7, 2019**

**The finished Program will be 8.5" Wide x 11" High, printed in full color on white paper stock.**

#### **General Program Ad Requirements**

- A Full page ad is 8"W x 10.5"H.
- A Full page ad with bleeds 8.5"W x 11"H, with bleeds that extend 1/8" past the trim.
- A Half page ad is 8"W x 5"H
- Your ad must be high resolution - 300 dpi minimum.

#### **Accepted File Formats**

- .png – preferred format
- .pdf – Press-ready
- .indd – Adobe InDesign
- .ai – Adobe Illustrator
- .psd – Adobe Photoshop
- jpg, gif, tiff, bmp

#### **File Delivery Methods**

- **Preferred** - Email for files 10MB or less – [JHook@TheCreativeCoalition.org](mailto:JHook@TheCreativeCoalition.org)
- Media (CD/DVD, USB flash drives – deliver to address below)

#### **Deliver Ad copy to:**

John Hook  
The Creative Coalition  
210 W. Hamilton Ave  
#147  
State College, PA 16801  
[John@TCOnline.org](mailto:John@TCOnline.org)

***Ad Deadline is 5:00 PM ET Friday, August 23, 2019.***

*Note: An ad may be declined if in conflict with an existing sponsor.*