



12TH ANNUAL FUNDRAISING GALA

PROGRAM SPECIFICATIONS

LAYOUT	SIZE
1/4 Page Vertical	2.375" W x 3.875" H
1/2 Page Horizontal	5" W x 3.875" H
1/2 Page Vertical	2.375" W x 8" H
Full Page	5" W x 8" H

Many PAVE Gala sponsor categories receive event program recognition as one of their sponsor benefits. Flagship Sponsors and Awards Presentation Sponsors each receive a full page in the program and Specialty Sponsors receive a half page in the program. Showrooms participating in The NADI Show who purchase a table for the Gala receive a full page in the program.

ARTWORK SUBMISSION

All artwork must be submitted digitally. Artwork may be color or black-and-white.

Acceptable Media: CD-ROM or upload files via the A.R.E. web site.

Please contact Yvette Wasserman at 954-893-7300, ext. 4823, to upload files.

Acceptable Formats:

Illustrator EPS (*preferred format for digital submissions*):

- Compatibility: Version CS (or prior)
- All text must be converted to paths. (*Select all, then under TYPE, drag down to CREATE OUTLINES.*)
- All colors must be converted to CMYK. (*Select all, then under FILTER, drag down to COLORS: CONVERT TO CMYK.*)
- Transparent objects must be flattened. (*Select all, then under OBJECT, drag down to FLATTEN TRANSPARENCY.*)
- All image files must be embedded.
- Preview: 8-bit Macintosh

Adobe Acrobat PDF:

- Compatibility: Version 8 (or prior)
- All fonts and image files must be embedded
- Image must be 300 pixels/inch and match ad dimensions at 100% scale.

TIFF (*use only if Illustrator EPS or PDF is not available*):

- Image must be 300 pixels/inch and match ad dimensions at 100% scale.
- Note: Type in TIFFs tends to be "fuzzy." Use this format only as a last resort.

NOTE: Native files (Quark, PageMaker, InDesign, etc.) are not accepted. Please be advised that layouts with bleeds will not be accepted. All artwork created using page layout programs must be converted to an Illustrator EPS file or an Adobe Acrobat PDF according to the specs above. Please do not include crop marks.

PRINTED PROOFS REQUIRED.

DEADLINE: NOVEMBER 14, 2008

SEND ALL MATERIALS TO:

Catharine Scott, PAVE
 4651 Sheridan St., Suite 470
 Hollywood, FL 33021
 catharinescott@paveinfo.org
 954-893-7225, ext. 4834