

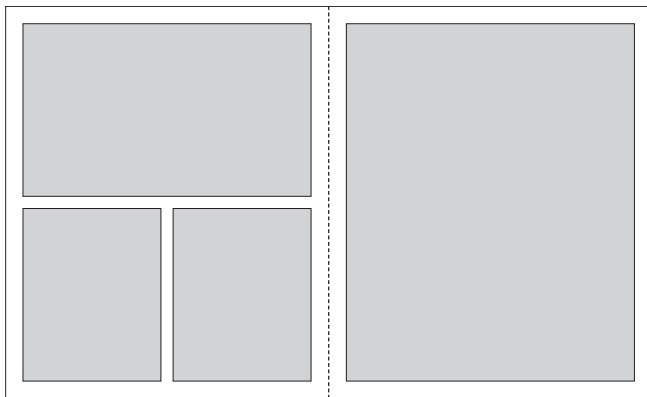
ROYCROFT CAMPUS  
ARTS & CRAFTS CONFERENCE

The Connection:  
2008

5th ANNUAL CONFERENCE

celebrating  
Western New York's  
historic turn of the 20th century  
Art & Craft Trail

Friday ~ Sunday  
October 24-26, 2008



AD SIZE CHART - RATES

Please make your ad copy fit your correct ad size as closely as possible:

	HORZ		VERT	COST
FULL PAGE:	6.25"	x	7.75"	\$ 150
Back Cover**	6.25"	x	7.75"	\$ 250
Inside Back Cover**	6.25"	x	7.75"	\$ 200
HALF PAGE: Horizontal	6.25"	x	3.75"	\$ 80
HALF PAGE: Vertical	3.00"	x	7.75"	\$ 80
QUARTER PAGE:	3.00"	x	3.75"	\$ 50

## Program Book Advertising:

format 7" x 8.5" with .375 border all sides [no bleeds]  
black and white [grayscale]

Acceptable file formats:

### Image Files

All black & white halftone images provided must be set to greyscale and be at least 300 DPI at

### PDF

High resolution PDF files provided need to be prepared from your postscript files through Adobe Acrobat Distiller using Press Quality Settings with all fonts embedded. PDF files created directly from the native program may cause problems with fonts, resolution of images or other problems that will make the file unusable.

### QuarkXPress (Versions 5.0 - 6.5)

Please collect for output all fonts, graphics and support files to include with your native file to provide for print. DO NOT use the style palette to set text weight or style. These settings will simply disappear if no font is present, and this will not prompt the program to collect the font needed. This error is very difficult to catch, and we cannot be responsible for changes to your copy that happen due to this practice.

### Illustrator (Versions 10 - CS2) or Freehand (Versions 10 - MX)

Convert all of your fonts to paths or outlines. Collect for output all graphics and support files to include with your native file to provide for print or export file as an EPS with all the linked files included. DO NOT embed your graphic files.

FILM will not be accepted. This job will be produced using a direct to plate system, therefore supplied film cannot be accepted.

### ACCEPTABLE MEDIA FORMATS

(You MUST provide a printout of your ad with the disk supplied)  
CD-ROM or DVD

### ELECTRONIC SUBMISSION

Files that total less than 5 mb can be e-mailed to [croot@roycroftcampuscorp.com](mailto:croot@roycroftcampuscorp.com). Please note "2008 Connections Program Book Ad" in the e-mail subject line. Ads larger than 5 mb can be supplied on CD or DVD to:

Roycroft Copper Shop  
attn: Clare Root  
31 South Grove St.  
East Aurora NY 14052  
tel/fax: 716 655-0261

### \*\*PLEASE NOTE:

Cover pages will be printed in 4-color process [full color].

Please prepare files in CMYK

Deadline for ad materials: September 5, 2008