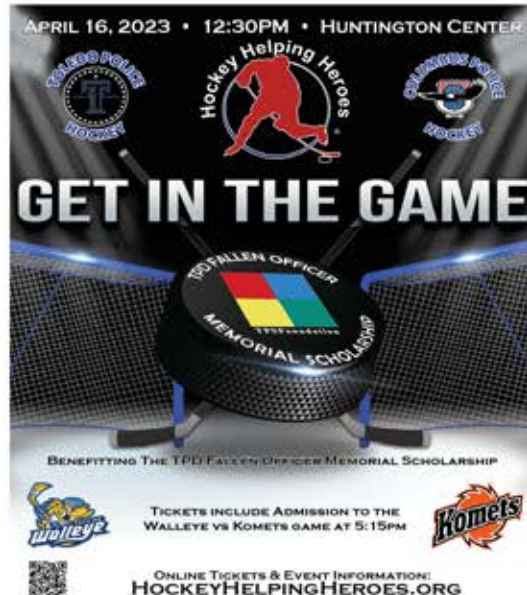




Game Day Program Ad Specifications

Purchase ad space at: www.hockeyhelpingheros/toledo
 Email press-ready files to: artwork@hockeyhelpingheroes.org

Ad Deadline: April 7, 2023



Ad Size	Width	Height	Cost
Full Page (No Bleed)	5	8	\$450
1/2 Page Horizontal	5	3.875	\$250
1/2 Page Vertical	2.375	8	\$250
1/4 Page	2.375	3.875	\$150
1/8 Page			N/A

Ad Material Required

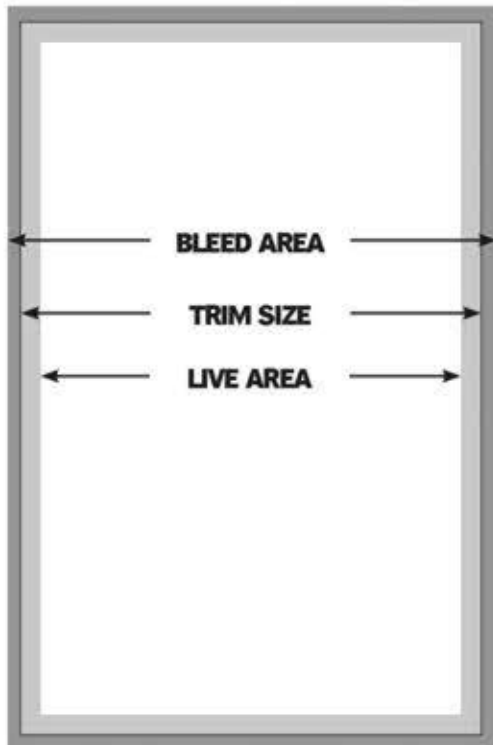
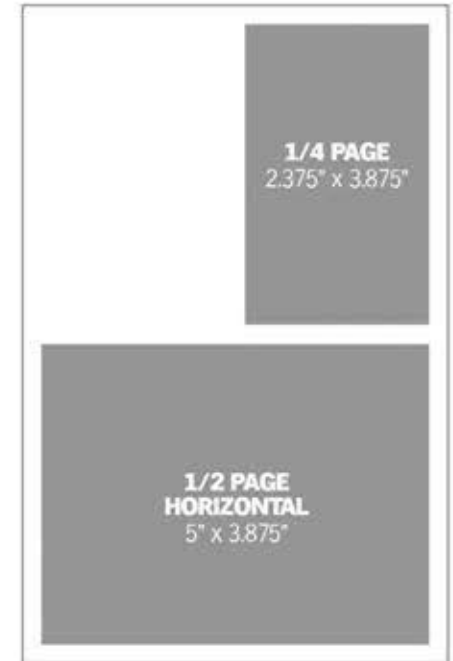
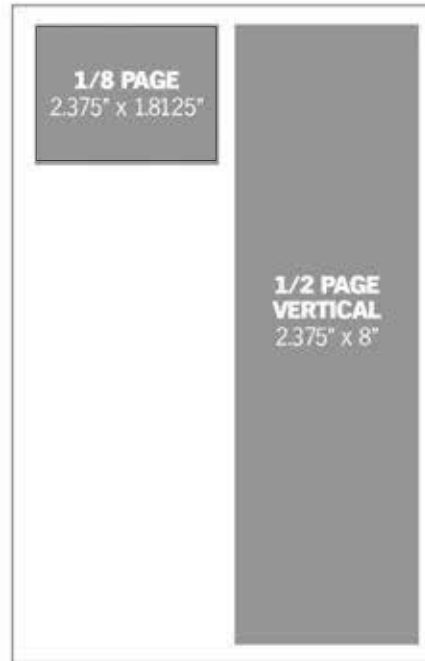
Digital ads required with full color proof. Please build page to trim and extend bleed 1/8" beyond the edge of trim size. Remember to consider bleeds when creating your PDF file.

Special Position Guarantee

Positioning of ads is at the discretion of the publisher except where specific positions are agreed upon by purchasing premium position. Guaranteed positions are available for an additional 10% of applicable rate and are subject to availability.

Artwork Submission

Press optimized PDF. Files must be high resolution (300 dpi or greater) and optimized for press when distilled. Please be sure to embed all fonts and have all graphics as CMYK when creating PDF file.



TRIM SIZE = The actual size of the program. (5.5" x 8.5")

BLEED AREA = The area in which all artwork should extend.

Any image or colored area touching the edge of the TRIM SIZE MUST be extended 1/8" (0.125") on all sides *beyond* the TRIM SIZE.

LIVE AREA = Where all your content should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc. In most cases, final artwork for full-bleed, full-page ads should be sized to 5.75" x 8.75".

Any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live material 1/4" (.25") from the trim on all sides. On two-page spreads, leave 0.5" gutter for all live material.

FULL PAGE TRIM SIZE = 5.5" x 8.5" (for ads with bleeds, add .125" bleed on all sides; 5" x 8" live area, otherwise use FULL PAGE NO-BLEED ad size).

AD SIZE

DIMENSIONS

FULL PAGE + BLEEDS	5.75" x 8.75" [5" x 8" LIVE AREA / 5.5" x 8.5" TRIM SIZE]
FULL PAGE (NO BLEEDS)	5" x 8"
1/2 PAGE HORIZONTAL	5" X 3.875"
1/2 PAGE VERTICAL	2.375" x 8"
1/4 PAGE	2.375" x 3.875"