

## Program Book Advertising Specifications

- **Ad Colors:**

**Four-color process** will be used for both exterior and interior **cover pages** (C1, C2, C3 and C4), and all ads on **interior text pages** will be **B&W**, with no spot colors available.

- **Ad Borders:**

Each ad smaller than full page **must** have either a ruled border or printable image up to the ad's edges. Ads lacking borders will have them added by eWomenNetwork staff.

- **Ad Dimensions:**

**Full Page Ad** — Trim = 8½" x 11"

Full Bleed Image Size = 8¾" x 11¼"

Nonbleed Ad Size = 7" x 9½"

(pre-existing 7x10 ads accepted)

**Half Page Ad**

Vertical = 3¾" x 9½"

Horizontal = 7" x 4⅝"

**Quarter Page Ad**

Vertical = 3¾" x 4⅝"

**Horizontal not available**

**Eighth Page Ad**

Horizontal = 3¾" x 2⅜"

**Vertical not available**

- **Image Screens and Colors:**

The program book will be printed with 150 lpi halftone screens. Please submit your images at 300 ppi or higher, and please **do not** pre-screen them into halftone dots. All color images must be in **CMYK** mode—not RGB.

- **Electronic File Formats Accepted:**

**PDF** (Preferred and may be delivered via email.)

**QuarkXPress 4.1** (with all linked files and fonts)

**PageMaker 6.5** (with all linked files and fonts)

**InDesign CS** (with all linked files and fonts)

**Illustrator CS** (with all fonts converted to outlines)

**Photoshop** (300 ppi)

**EPS** (rasterized image at 300 ppi)

**TIFF** (300 ppi)

**Stuffit 8.0**

**Zip**

**Please Note:** We cannot accept any ad, photo or illustration that is in a **Microsoft Word, Microsoft PowerPoint, or Microsoft Publisher** document.

**Submit Materials to:**

Gordon Cathey  
Cathey Associates, Inc.  
13800 Montfort Drive, Suite 345  
Dallas, TX 75240

Phone: 972-661-2282

Fax: 972-661-2774

Email: [graphics@ewomennetwork.com](mailto:graphics@ewomennetwork.com)  
or [gordon@cathey.com](mailto:gordon@cathey.com)

All fonts **MUST** be included, embedded or converted to outlines.

Send PDFs and compressed files as email attachments. Please do not email any file over 4 megabytes in size.

Submit other ad materials on floppy diskette, Zip cartridge or CD-ROM.

5th Anniversary  
**eWomen  
network**

# International Conference & Business Expo

July 14-17, 2000



*Celebrating the  
Power of Women—  
Bold, Brave & Brilliant!*

## Program Book Ad Space Reservation Form

Contact's Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Contact's Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Contact's Email: \_\_\_\_\_

**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)

If paying by check, **Check Number:** \_\_\_\_\_ (For Ad Placements by Mail Only.)

Make check payable to **eWomenNetwork, Inc.**  Check is attached.

**IMPORTANT:** If reserving by fax or phone, you must charge your ad space reservation to a credit card.

**Credit Card Information:**  Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Billing address of credit card: (If same as above, write in "Same.") \_\_\_\_\_

Authorization Signature: \_\_\_\_\_

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

Faxed reservations must be charged to a credit card.

**If paying by check, mail this form to:**  
eWomenNetwork, Inc.  
Emerald Plaza  
14900 Landmark Blvd., Suite 540  
Dallas, TX 75254

For more information, contact:

Rebecca Lowrey  
**972-620-9995 ext. 1008**  
Conference2@eWomenNetwork.com