



International Conference & Business Expo

July 13-16
2006
Dallas, Texas

2006 Program Guide Ad Space Reservation



The 2005 Program Guide

**Ad Space Reservation Deadline:
May 31, 2006**

Please carefully read the ad specifications page to ensure we are able to reproduce your ad in the 2006 Program Guide.

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: **X**

**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:

Marta Frey
972-620-9995 ext.1017
MartaFrey@eWomenNetwork.com
(Put "Program Ad" in your Subject line.)



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Ad Specifications for the 2006 Program Guide

Ad Colors:

Four-color process will be available for all ads. All color images must be in CMYK mode—not RGB. No PMS colors or other spot colors will be available for printing ads, so please make sure that these extra colors are not included in your submission.

Image Screens and Resolutions:

The Program Guide will be printed with 175 lpi halftone screens. Please submit your images at 300 ppi or higher, and please do not pre-screen them into halftone dots.

Please note that it is not advisable to include small type characters within rasterized images, such as those created by Adobe Photoshop, because the 175 lpi halftone dots will cause the type's edges to become blurred in the final printing of the book, regardless of how sharp they may appear on your monitor.

The preferred method is to layer your Photoshop images, without the type characters, inside another document created by an application that is designed to handle the PostScript outlines of type fonts. These applications include Adobe Illustrator, Adobe InDesign, and QuarkXPress. Do your typesetting within the document that is acting as the container for your Photoshop images.

The three applications mentioned above can also easily convert your finished ad to a PDF document for submission to us.

Electronic Files Accepted:

- **Press-Ready PDF** preferred.
- **Adobe Illustrator EPS** accepted. All type characters **must** be converted to outlines. It is acceptable to embed a Photoshop image into your Illustrator document.
- **Adobe Photoshop TIFF** accepted. Please do not include small type characters in your Photoshop image (see above).

No other file formats can be accepted.

File Compression:

File compression accomplishes little with Adobe Photoshop images and should not be used with PDF documents. Illustrator documents may be compressed with WinZip or Stuffit. We can accept compressed files from both Macintosh and Windows platforms.

Ad Dimensions:

Full Page

Trim = 8.5" x 11"
Full-bleed size = 8.75" x 11.25"
Non-bleed ad size = 7.5" x 10"

Half Page

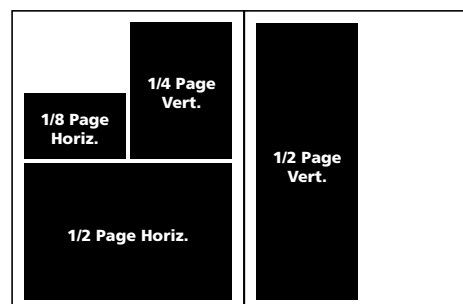
Vertical = 3.67" x 10" (22p0 x 60p0)
Horizontal = 7.5" x 4.92" (45p0 x 29p6)

Quarter Page

Vertical = 3.67" x 4.92" (22p0 x 29p6)
Horizontal not available

Eighth Page

Horizontal = 3.67" x 2.375" (22p0 x 14p3)
Vertical not available



Ad Borders:

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

Submission of Ad Files:

CD-ROMs and Printed Proofs may be mailed to:

Graphics Dept.
eWomenNetwork, Inc.
14900 Landmark Blvd., Suite 540
Dallas, TX 75254

Electronic Files may be uploaded via FTP to:

ftp.ewomennetwork.com
User name: ewn
Password: mountain23

For technical issues, call Gordon Cathey, 972-620-9995 ext. 1070

Deadline for Receipt of Ad Files:

All ad files are due no later than **June 15, 2006.**