

8th Annual *eWomen* network International Conference & Business Expo

July 10-13
2008
Hyatt Regency
Dallas, Texas

2008 Program Guide Ad Space Reservation



The 2007 Program Guide

**Ad Space Reservation Deadline:
June 6, 2008**

Please carefully read the ad specifications page to ensure we are able to reproduce your ad in the 2008 Program Guide.

Contact's Name _____

Company Name _____

Address _____

City _____ State/Province _____ Zip/Postal 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)

Electronic Check (U.S. bank only): Business Checking Checking Savings

Bank Name as it appears on your checks: _____

Routing No. (9 digits): _____ Acct. No. _____

Authorization Signature **X** _____ Date: _____

Credit Card Information: Visa MasterCard American Express Discover Card

Card Number: _____ Expiration Date: _____

Name as it appears on the card: _____

Billing address of credit card: Same as above

Authorization Signature **X** _____ Date: _____

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

For more information, contact
Annelise Blackall, 972-620-9995 ext. 1017
Annelise.Blackall@eWomenNetwork.net
(Put "Program Ad" in your subject line.)

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Ad Specifications for the 2008 Program Guide

Ad Colors:

Four-color process will be available for all ads. All color images must be in **CMYK mode**—not RGB. Neither PMS colors nor other “spot” colors will be available for printing ads, so please make sure that these extra colors are not included in your submitted electronic art files.

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 computer monitor.

The preferred method is to layer your Photoshop images, without any small type characters, inside another document which is 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 press-ready 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 Acceptability:

Each advertiser is advised to seek assistance locally from advertising or graphic arts professionals. Ads that do not comply with the required technical specifications will be adjusted by the staff of eWomenNetwork, and such work will be billed to the advertiser at the rate of \$100.00 per personnel hour, plus expenses incurred, plus an additional 15% of total expenses, plus applicable state sales taxes.

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

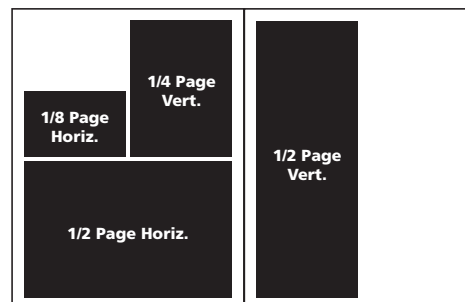
Vertical = 3.67" x 10" (22p0 x 60p0)
Horizontal = 7.5" x 4.92" (45p0 x 29p6)

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 smaller than 10MB may be emailed to:

graphics@eWomenNetwork.com

Large Electronic Files may be uploaded to our FTP site.

Email graphics@eWomenNetwork.com to request FTP address and access codes.

For technical support, 972-620-9995 ext. 1034

Deadline for Receipt of Ad Files:

All ad files are due no later than **May 30, 2008**.