

# 2014 PHILADELPHIA SPORTS HALL OF FAME

## CLASS XI PROGRAM BOOK ADVERTISING SPECIFICATIONS

# *Philadelphia*

Congratulatory ads are available to honor the new class of Hall-of-Famers in the highly desirable and collectable Event Program.

- Full Page: \$1000
- Half Page: \$600
- One-third Page: \$450
- Quarter Page: \$350

### AD POSITIONS SIZE

- Full-page (b/w) 8 x 10-1/2
- One-half page (b/w) 7-1/2 x 5; horizontal
- One-third page (b/w) 5 x 5
- One-quarter page (b/w) 3-5/8 x 5; vertical

### Premium Locations

- Back cover (color or b/w) 8 x 10-1/2
- Inside front cover (color or b/w) 8 x 10-1/2
- Inside back cover (color or b/w) 8 x 10-1/2

### SPECS

- Full-Page Bleeds: Add 10%
- Trim Size: 8-1/2 x 11; Bleed Size: 8-5/8 x 11-1/8

If sending your ad by e-mail or on a disk, use 300dpi; include the art and type on disks; tiff, pdf, jpg, eps files preferred; Quark Express is the preferred page-layout.

# *Hall of Fame*

Ads can be submitted electronically to:

[kavallon@phillyhall.net](mailto:kavallon@phillyhall.net) with a cc to [pgeorgelos@phillyhall.net](mailto:pgeorgelos@phillyhall.net)

Questions about ad specifications can be directed to: Ken Avallon –

[kavallon@phillyhall.net](mailto:kavallon@phillyhall.net)

**Deadline: October 15, 2014**