



**ALL ADS MUST BE RECEIVED BY
FRIDAY, FEBRUARY 9!**

2018 AUCTION BOOKLET SPONSOR AD SPECIFICATIONS

2018 Booklet Deadline

Completed ads must be submitted by **FRIDAY, FEBRUARY 9, 2018**. The 5.5" x 8.5" booklet will be distributed at TCS's "Lights Camera Auction!" event on March 24.

Sizes by Sponsor Level

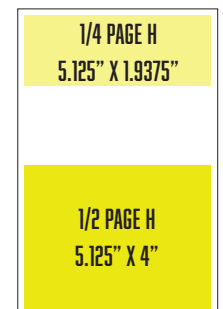
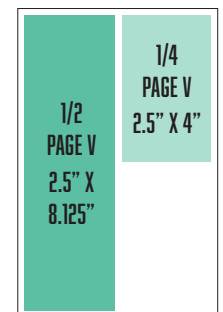
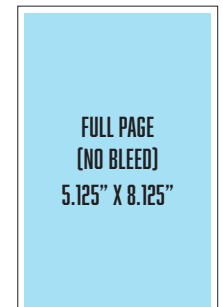
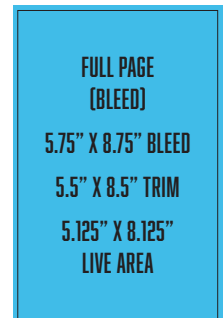
SPONSOR LEVEL	AD SIZE		WIDTH	HEIGHT
PLATINUM AND GOLD	FULL PAGE (BLEED)	BLEED	5.75"	8.75"
		TRIM	5.5"	8.5"
		LIVE AREA	5.125"	8.125"
	FULL PAGE (NO BLEED)		5.125"	8.125"
SILVER	HALF PAGE (V)		2.5"	8.125"
	HALF PAGE (H)		5.125"	4"
BRONZE	QUARTER PAGE (V)		2.5"	4"
	QUARTER PAGE (H)		5.125"	1.9375"

Acceptable Ad Formats

- Acrobat PDFs preferred! Please use "PDF/X-1a" settings. If you are unable to generate a PDF, please save the ad as a JPEG with minimum of compression.
- Resolution should be minimum 300 dpi. Images should be CMYK (if color) and scanned at the size they are to be printed. Line art should be minimum 1200 dpi.
- All ads are CMYK. No PMS colors, please.
- Full page ads do not require bleeds, but may use them.

Sending Your Ad

- **via email:** sarahr@tcsatl.org



Questions about submitting an ad? Contact Sarah Robinson, sarahr@tcsatl.org.