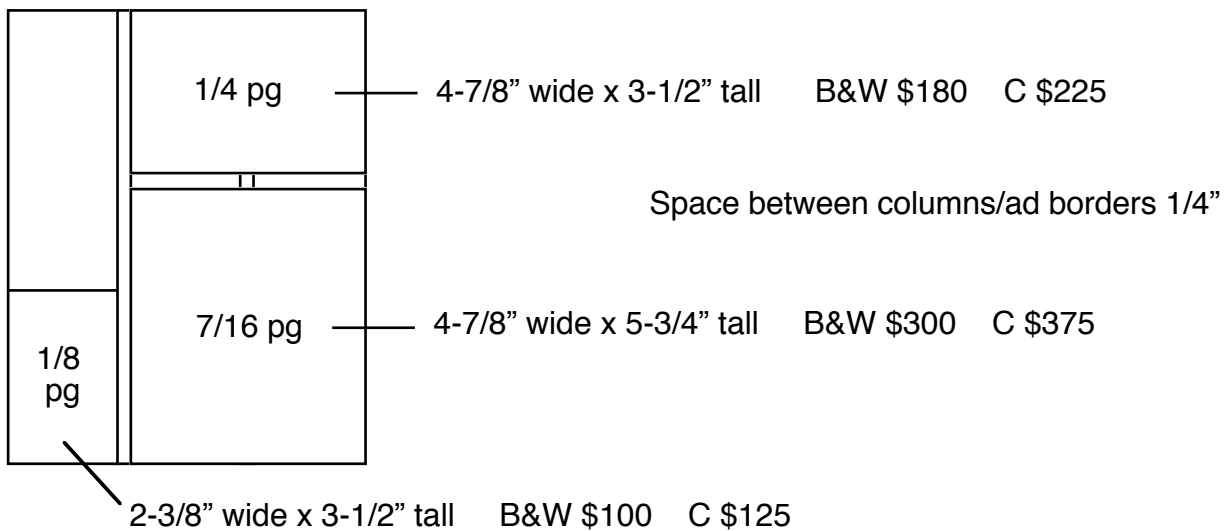
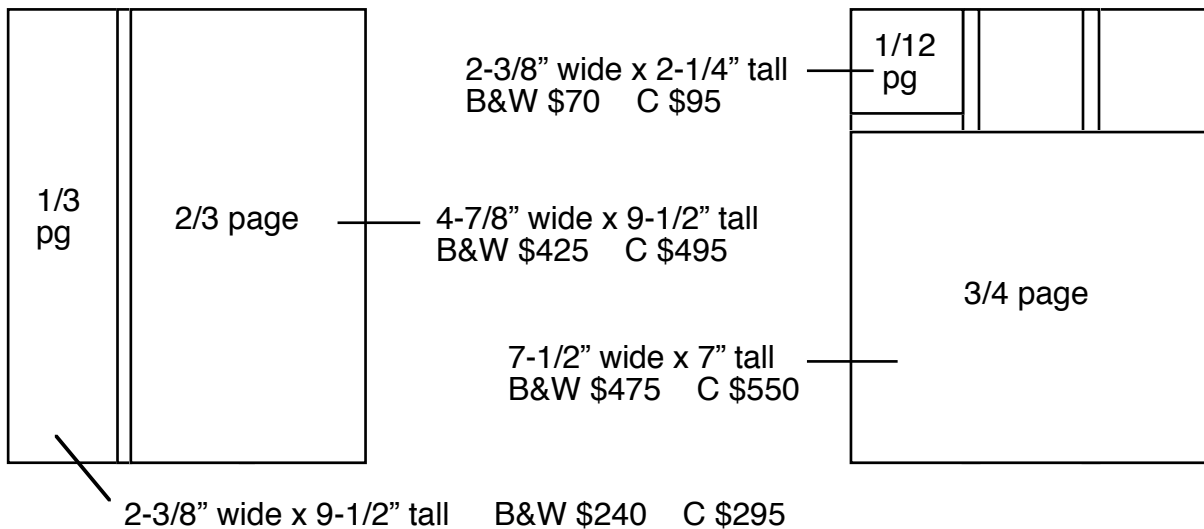
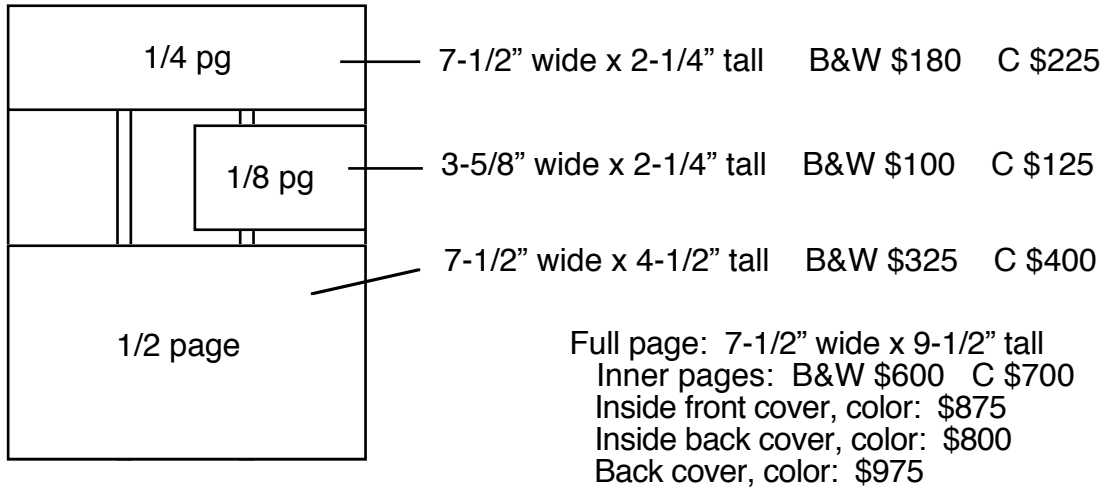


EarthWorks Expo 2007 Program Guide: Ad sizes & rates

All pages are newsprint except gloss cover pages



TO RESERVE AD SPACE, call 970-416-8700 or send full payment with ad specifications to:
 EarthWorks Expo, 2004 Simsbury Court, Fort Collins, CO 80524

AD SUBMISSION DEADLINES:

- Camera-ready art: Friday, May 25, 2007
- Ad design requests: Friday, May 11, 2007

NEED HELP DESIGNING YOUR AD? Deanna Estes of Lotus Design will assist you from concept to final art at the special EarthWorks Expo rate of \$40/hr (33% off her standard rate). See contact info below.

CAMERA-READY ARTWORK FORMAT:

- All artwork must be sized exactly to final specification.
- PREFERRED format: pdf with fonts embedded.
- If working in Adobe Pagemaker, InDesign, Quark etc, send final art as pdf. Call Deanna Estes, 970-568-7404, if any question.
- Also OK: Adobe Illustrator 11 (Mac or PC) or earlier (to version 8) with the fonts turned into outlines
- Also OK, but not recommended: Photoshop files

NOT OK: MS Word or MS Publisher files. (MS Word OK if submitting copy only for inclusion in artwork to be created by Deanna Estes)

RESOLUTION: All color and greyscale art must be 300 resolution. All line art should be 600 resolution.

COLOR: Must be CMYK, not RGB.
All solid black should be 100%K, not a build of CMYK.

Small type (14 pt and smaller) works poorly in color; black only recommended. Small reversed (white) type works poorly on a color background. (Program will be printed on a web press; small colored/reversed type does not register well.)

SUBMIT electronic files by email if possible. Also accepted: CD, ZIP disk, floppy

SEND PROOF: If submitting camera-ready art, please mail or fax hard copy proof.

CONTACT: Deanna Estes, Lotus Design
Email: Deanna@lotusdesign.biz
Phone: 970-568-7404 Fax: 970-568-9034
Mail: PO Box 683, Wellington, CO 80549
Street address: 8603 - 3rd St, Wellington CO 80549

DEANNA SAYS: Don't worry, if an ad comes through that might have printing problems, I will let the client know. We want to make sure everyone is happy with the end product.

PLEASE RESERVE your ad space before submitting artwork.

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