

## **Directory of Services & Social Activities for Older Adults**

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### **Ad Specs**

#### **Gold Sponsorship**

##### **Directory Publication:**

- Full Page advertisement Black & White (After the Introduction Section and before the Table of contents)  
Ad Specs – Trim Size: 8.5 inches in width x 11 inches in length  
Live Area: 7.5” W x 10” H  
No Bleed
- Logo on Back Cover of Directory entitled Gold Sponsor  
Logo Dimensions: Height – 1.687”; Width – 4.437”

#### **Ad File Specifications:**

##### **Preferred Format – PDF**

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.  
Images (Logo) must be high-resolution. (300 dpi)

#### **Silver Sponsorship**

##### **Directory Publication:**

- Half Page advertisement Black & White (After the Gold Sponsor Ad page and before the Table of contents)  
Ad Specs- Trim Area: 8.5” W x 5.50” H  
No Bleed
- Logo on Back Cover of Directory entitled Silver Sponsor  
Logo Dimensions: Height – 0.788”; Width – 3.44”

## **Ad File Specifications:**

### Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.  
Images (Logo) must be high-resolution.

## **Bronze Sponsorship**

### Directory Publication:

- Quarter Page advertisement Black & White (After the Gold Sponsor Ad page and before the Table of contents)

Ad Specs- Trim Area: 4.25” W x 5.50” H

No Bleed

- Logo on Back Cover of Directory entitled Bronze Sponsor

Logo Dimensions: Height – 0.5”; Width –2.28”

### Preferred Format – PDF

We strongly recommend all ad files to be PDF/X-1a:2001 compliant.

Images (Logo) must be high-resolution. (300 dpi)