



# Peekskill Celebration

## Program Guide

### Deadline: April 6, 2010



#### Showcase Your Business to Festival Goers!

Distributed throughout the summer, in the Putnam and Westchester areas, and during *Peekskill Celebration* weekend, the guide is packed with information on the Celebration and Quadracentennial.

Special Sections include:

Calendar of Events, Maps, Transportation, Quadracentennial Highlights, Sponsor Spotlight, Services, Dining, and more.

#### ADVERTISING RATES\*

Ad Size	Size		Rate	Dimensions	
	Cols.	Depth	Card	Width	Depth
<b>Special Ad /Sponsor Package</b> 1/3 of 2 col. ad & Entry level Sponsorship	2	3	\$700 \$1000 value	4 5/8	3
Full Page	3	9 1/4	\$750	7 1/8	9 1/4
1/2 Page	3	4 1/2	\$410	7 1/8	4 1/2
2/3 of 2 Columns	2	6 1/8	\$380	4 5/8	6 1/8
1/3 Page	3	3	\$290	7 1/8	3
1/3 of 2 Columns	2	3	\$200	4 5/8	3
Business Card	1 1/2	2 1/8	\$130	3 1/2	2 1/8
Patron Listing - Business or Individual name listing			\$50		

#### Feature pages reserved for Celebration Sponsors

Your Advertising Information – please print clearly

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Contact / Authorizing Agent: \_\_\_\_\_

Telephone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_ Camera Ready: \_\_\_\_\_ Art work needs to be returned: \_\_\_\_\_

Special Instructions –if any: \_\_\_\_\_

Salesperson: \_\_\_\_\_

Ads may be emailed to [info@peekskillcelebration.com](mailto:info@peekskillcelebration.com).  
Please type - Celebration Program Guide Ad - in the subject line

Payment Information: **Make Checks Payable to: Peekskill Celebration**  
Mailing Address: Peekskill Celebration  
1008 Park St.  
Peekskill, NY 10566

**FOR MORE INFORMATION CALL: 914 – 736 – 2000**

FOR OFFICE USE ONLY

Payment Received \_\_\_\_\_ Check No. \_\_\_\_\_ Credit Card: \_\_\_\_\_ exp \_\_\_\_\_

MC \_\_\_\_\_ Disc \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_ PayPal \_\_\_\_\_

Camera Ready Received: \_\_\_\_\_ Camera Ready Returned: \_\_\_\_\_ Placement \_\_\_\_\_

## *2010 Celebration Program Guide*

### *Ad Specifications:*

#### **PREPARING A “PRESS-READY” AD FOR PRINTING:**

**To be considered press-ready all files MUST be Macintosh compatible and follow these guidelines:**

- Create your ad at 100% actual size that it will be printed.
- Supply hard copy laser output at 100%. This is to see if your digital file is missing any type or graphics.
- Save all 4-Color ads as CMYK (not as RGB).
- Save all Black and White ads using 100% black, or grayscale. (Do NOT use 4-color black, or a mixture of CMY).
- When sending PDF files, always EMBED ALL FONTS in your documents.
- When saving PDF files, ALWAYS use the press-ready settings available in each application.
- For native files, All fonts MUST be Mac-Compatible fonts.
- Some applications allow you to convert to outlines, this is a good alternative instead of sending fonts.
- Black text must be set to overprint when placed over a light background color.
- When sending native files, ALWAYS send all attached graphic files plus all screen and printer fonts.

#### **IMAGES:**

- Prepare GRAPHIC FILES depending on how they are to be used:
  - 4-color images must be 300 dpi
  - Grayscale or black and white must be 200 dpi.
- Save all images as .TIF or .EPS formats.
- Color images should be CMYK, **never** as RGB.
- Black and white images must GRAYSCALE or Bitmap, **never** as RGB
- Do not use images from the internet, these are 72 dpi RGB files and will reproduce poorly.
- Do not send faxes, copies, or web art, as final art, as they will result in substandard artwork.

### ***THE FOLLOWING FILE FORMATS ARE ACCEPTABLE:***

**PDF or native ads created in these applications are acceptable:**

**Acrobat    MultiAd Creator    QuarkXPress 6.5    IllustratorCS2    InDesignCS3**

### ***THE FOLLOWING FILE FORMATS ARE NOT ACCEPTABLE!***

**These formats are not suitable for print production: (Save these files as PDF, and embed fonts)**

**Microsoft Word**

**Microsoft Excel**

**Microsoft Publisher**

### ***WE WILL NOT ACCEPT THESE FONTS:***

These fonts will not work with our systems. If we receive files using the following fonts, we will substitute your fonts with similar typefaces.

**Arial**

**Geneva**

**Tekton**

**GilSans**

**Optima**