



## 2011 Event Program Advertising Specs

The Fairfield County Concours d'Elegance Program is laid out in Adobe InDesign CS4 on a Macintosh. We send pages to our printer as Adobe PDF files. Space reservation and payment by May 1, art work due by June 15, 2011.

To insure the best and most consistent print quality for your files, we have developed the following requirements: Preferred file types are PDF, EPS and AI (for EPS and AI we prefer CS4 or CS2). Any other file type must be approved before delivery by Frank Taylor. Please contact Frank at [frank@fairfieldcountyconcours.com](mailto:frank@fairfieldcountyconcours.com) with any questions regarding these file requirements or for pricing information. Vector Illustration (logos) in either Illustrator CS4 or CS2 format files are acceptable. Color Ads must be full process CMYK only with NO Spot color, NO Pantone colors or anything else. Please convert all placed files to CMYK before sending; failure to do so will mean we cannot insure accurate color reproduction. Please convert type to paths. Do not send type.

### FILE DELIVERY

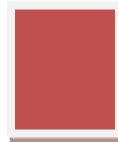
FTP: We have an FTP site for delivery of ad files of any size, or we can pick them up off your FTP server. Please inquire for details. You can send a CD with your file to: Frank Taylor, Fairfield County Concours d'Elegance, 146 Danbury Rd., Box 10, Wilton, CT 06897

*NOT ACCEPTED: ZIP (any type), JAZ, Syquest or anything not mentioned above. JPEG images or logos from the internet or web; PDF or EPS made from JPEGs.*

### Advertisement Sizes:

#### FULL PAGE:

TRIM: 8.5" x 11"  
BLEED: 8.75 x 11.25 (1/8" bleed all around)  
Safety Area: no ad content within 1/2" of Trim



#### HALF PAGE: (Horizontal)

TRIM: 8.5" x 5.5"  
BLEED: 8.75 x 5.625 (1/8" Bleed outside dimensions)  
Safety Area: no ad content within 1/2" of Trim



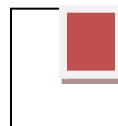
#### HALF PAGE: (Vertical)

TRIM: 4.25" x 11"  
BLEED: 4.625x 11.25 (1/8" Bleed outside dimensions)  
Safety Area: no ad content within 1/2" of Trim



#### QUARTER PAGE:

TRIM: 4.25" x 5.5"  
BLEED: 4.625" x 5.625" (1/8" bleed off outside dimensions)  
Safety Area: no ad content within 1/2" of Trim



Placement of ads at our discretion. Cover advertisements are not available.