



EVERGREEN  
INVITATIONAL

## EVERGREEN INVITATIONAL 2008 PROGRAM ADVERTISEMENT SUBMISSION FORM

Evergreen Invitational is a magnificent display of Grand Prix show jumping and an investment in the excellent patient care that Prentice Women's Hospital of Northwestern Memorial Hospital provides every day, every hour, to patients and their families. We welcome your involvement and thank you for your ad placement within the official program, which will be distributed to guests attending the event.

Please complete the following information and submit with your files by **Friday, August 1, 2008**. Please refer to the accompanying Program Advertising Specification Sheet for file requirements.

### ADVERTISER INFORMATION

Name of Advertiser: \_\_\_\_\_

Advertising Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsor level (please check one):

- |                          |                       |                          |
|--------------------------|-----------------------|--------------------------|
| <input type="checkbox"/> | Grand Prix Presenting | Full page, 4-color       |
| <input type="checkbox"/> | Sponsor of the Purse  | Full page, 4-color       |
| <input type="checkbox"/> | Gold Medal            | Full page, 4-color       |
| <input type="checkbox"/> | Silver Medal          | Half page, 4-color       |
| <input type="checkbox"/> | Bronze Medal          | Half page, Black & White |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



EVERGREEN  
INVITATIONAL

## EVERGREEN INVITATIONAL 2008 PROGRAM ADVERTISING SPECIFICATION SHEET

### GENERAL GUIDELINES

- Files may be submitted via email or CD. To assure integrity of the ad, all files must be accompanied by a hardcopy proof with printer's marks.
- All color ads will be in CMYK.

### MECHANICAL AND DIGITAL FILE SPECIFICATIONS

- Book size is 8.5" x 11". For full page ads, use a minimum of .25" margin; bleeds, if used, should extend at least .125" beyond the trim.
- Preferred file format is high resolution, print quality pdf.
- Please contact Ann Torp at Northwestern Memorial Foundation, 312-926-6577 or [atorp@nmh.org](mailto:atorp@nmh.org) with production questions.

### AD SUBMISSION

- Ad deadline: **Friday, August 1, 2008**
- All ads must be accompanied by the Program Advertisement Submission Form. Please submit all files and documents to:

Joanne Reichert, CMP  
2651 Saltmeadow Drive  
Naperville, IL 60564  
Phone: 630-661-9133  
Fax: 630-904-3679  
E-mail: [joannereichert@aol.com](mailto:joannereichert@aol.com)

#### FULL PAGE

Trim Size:  
8.5" x 11"

Bleed size:  
8.625" x 11.125"

Live area:  
8" x 10.5"  
(Text in this area)

#### HALF PAGE

Trim Size:  
7.5" x 4.875"

#### ISLAND HALF PAGE

Trim Size:  
4.875" x 7.5"

Bleed size:  
No Bleed