

Program Ad Specifications



Ad size (7.5" w x 7.5" h)

Live Area (6.5" w x 6.5" h) No type beyond dotted line

BACK COVER/INSIDE FRONT & INSIDE BACK COVER

(color or black-and-white):

(Page size 8.5" w x 8.5" h) Ad size 8.5" w x 8.5" h plus .25" bleed

FULL-PAGE AD (color or black-and-white):

7.5" w x 7.5" h (Live area 6.5" x 6.5")

EMAIL AD MATERIALS TO:

Rock2010@skgadv.com

Please submit files in EPS, TIFF or Hi-Res PDF formats at 300 dpi, CMYK.

Ads must be received by October 14, 2010 to be included in the program journal.

Ship files on disk to:

Nevada Cancer Institute, Office of Development/Special Events • One Breakthrough Way, Las Vegas, NV 89135

Program Advertising Rates



Program Journal Advertising Rates

BACK COVER (ONE AVAILABLE)

Color or Black-and-White, Full Page \$25,000

INSIDE FRONT COVER (ONE AVAILABLE)

Color or Black-and-White, Full Page \$20,000

INSIDE BACK COVER (ONE AVAILABLE)

Color or Black-and-White, Full Page \$20,000

PLATINUM JOURNAL SPONSOR (Premium Placement) \$15,000

GOLD JOURNAL SPONSOR (Premium Placement) \$10,000

There are ten (10) sponsorships open for each level of contribution.

FULL PAGE

Color \$4,000

Black-and-White \$2,000

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