

THE CARDIFF 101 MAINSTREET PRESENTS:
Sat, August 14th 2010 10am-3pm **Aberdeen Drive in
Cardiff by the Sea**



DOG DAYS OF SUMMER

CONTEST & CANINE FESTIVAL

5th Annual

FOR MORE INFO: WWW.CARDIFFDOGDAYSOFSUMMER.COM OR CALL (760) 436-0431.

2010 PROGRAM AD SPECS - DEADLINE JULY 16, 2010

Program Ad sizes are as follows: (Please see following page for layout details.)

AD SIZE	INCHES/FRACTION	INCHES/DECIMAL	PRICE
Full Page Ad	5" X 8"	5.0" X 8.0"	\$225.00
Half Page Ad	5" X 3-7/8"	5.0" X 3.875"	\$130.00
Half Page Ad	2-7/16" X 8"	2.4375" X 8"	\$130.00
Quarter Page Ad	2-7/16" X 3-15/16"	2.4375" X 3.9375"	\$75.00

Please supply artwork to size as a high-resolution "Press Quality" Acrobat .pdf file with fonts embedded, Illustrator 8 or Freehand 8 (or greater) .eps files or Photoshop .tiff or .eps files. Please compress final files before sending as a PC Zipit (.zip) file or MAC Stuffit (.sit, .sitx) file. **We cannot accept paper, film, inkjets or lasers.**

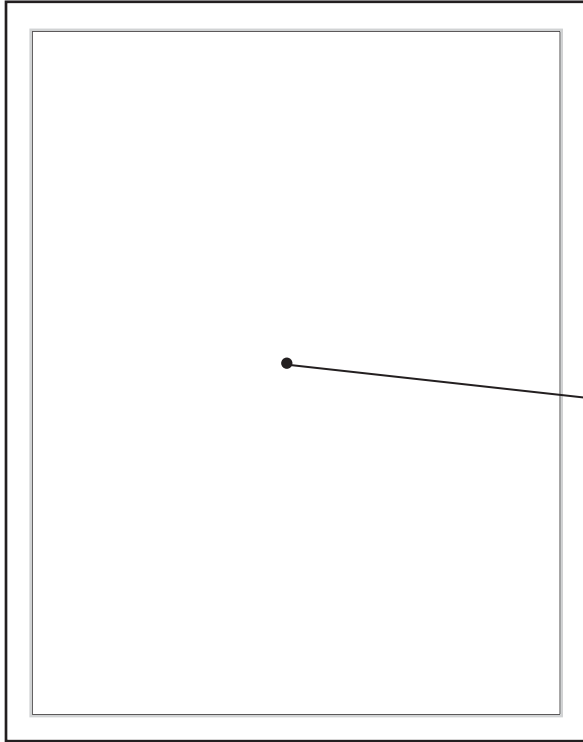
FINAL CHECKLIST:

- All Artwork/Images are high-resolution (300 dpi minimum)
- All Ad pages are 4C process
- File format is one of the following:
 - Press Quality Acrobat .pdf file - Fonts embedded
 - Illustrator 8+ or Freehand 8+ eps file - Fonts converted to outlines and images are included (linked/embedded)
 - Photoshop .tiff or .eps file.
- Final Files are compressed as one of the following:
 - MAC Stuff-It File (.sit or .sitx)
 - PC Zip-It File (.zip)

Please email final ad files to: ads@nexusdesigninc.com

Any questions contact Tess at 760-436-0431 or email to cardiff101mainstreet@gmail.com

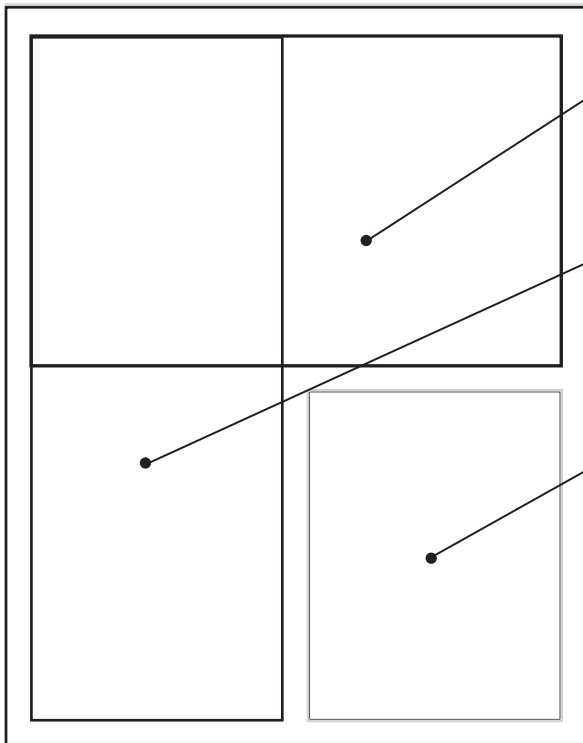
2010 PROGRAM AD SPECS - DEADLINE JULY 16, 2010



Full Page Ad (Vertical only, no bleeds)

5" X 8"

5.0" X 8.0"



Half Page Ad (Horizontal, no bleeds)

5" X 3-7/8"

5.0" X 3.875"

Half Page Ad (Vertical, no bleeds)

2-7/16" X 8"

2.4375" X 8"

Quarter Page Ad (Vertical only, no bleeds)

2-7/16" X 3-15/16"

2.4375" X 3.9375"