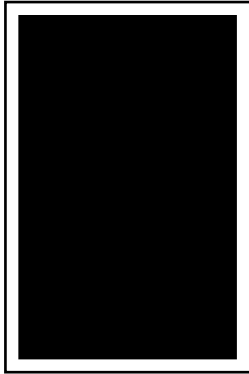




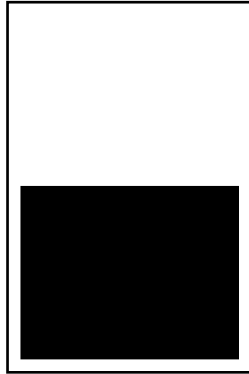
# HEARTH Annual Meeting – November 12, 2008

## Program Book Ad Specifications

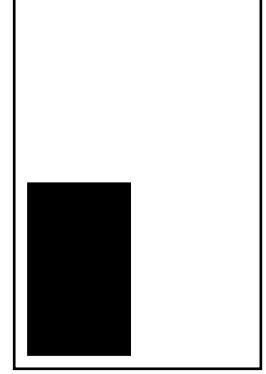
Ads must be received by **October 23, 2008**



**Full-Page**  
4 1/2" wide x 7 1/2" high



**Half-Page Horizontal**  
4 1/2" wide x 3 5/8" high



**Quarter-Page Vertical**  
2 1/8" wide x 3 5/8" high

**Ads are black and white ONLY**  
**Please convert any color images to grayscale**

### If you are providing a file on disk/electronically (Preferred Method)

- Applications can be page layout or drawing programs. PDF fonts turned to outlines, press optimized, MAC platform, InDesignCS, Quark 6.0 or lower, Illustrator CS or lower. Make sure you provide all support files such as fonts and high resolution placed image files and a hard copy. If you work in PageMaker, save file as an eps and include fonts and images. If you are sending electronically include a pdf of the ad for reference.
- High resolution grayscale pdfs and tiffs are accepted for placement.
- Any Microsoft Word or PowerPoint files must be provided as camera-ready mechanicals.

### If you are providing a camera-ready mechanical:

- Laser prints are accepted.
- If screens are included they should be 85 lpi.
- Do not fold or write on the art.

### Film is not accepted

Note: High resolution means 300 dpi at finished size.

For more information please contact  
Jennifer Hibbard  
Hearth  
1640 Washington Street  
Boston, MA 02118  
T. 617-369-1565 F. 617-369-1566  
Email: [jhibbard@hearth-home.org](mailto:jhibbard@hearth-home.org)

Please send files to Bruce Jones  
at [bruce@bjdesign.com](mailto:bruce@bjdesign.com)  
Please put HEARTH in the subject line  
Bruce Jones Design  
661 Washington Street  
Norwood, MA 02062  
T. 781-255-7171 F. 781-240-7788



# HEARTH Annual Meeting – November 12, 2008

<b>Hearthstone</b>	Full page front-back inside cover 4 1/2" wide x 7 1/2" high Listing on Website and Newsletter	\$5,000.00
<b>Keystone</b>	Full page inside booklet 4 1/2" wide x 7 1/2" high Listing on Website	\$2,500.00
<b>Cornerstone</b>	Half page 4 1/2" wide x 3 5/8" high Listing in Newsletter	\$1,000.00
<b>Cobblestone</b>	Quarter page 2 1/8" wide x 3 5/8" high	\$500.00
<b>Limestone</b>	Business – Name listed in program book	\$250.00
<b>Sandstone</b>	Individual – Name listed in program book	\$100.00

**Please attach a business card or fill in the following:**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please be sure to include this reservation form with your artwork.  
All artwork is due October 23, 2008. Thank you.