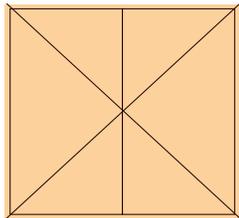
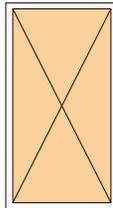


# Program Ad Specs & Instructions

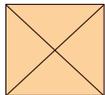
## AD SIZES



**2-pg Spread**  
12.25" w X 11.275" h  
(includes 0.125" bleed)



**Full Page**  
5.5" w X 10.5" h  
(no bleeds)



**1/2-Page**  
5.5" w X 5.125" h



**1/4-Page**  
2.625" w X 5.125" h



**Logo + URL Only**  
2.625" w X 2.375" h

## TEMPLATES

Templates for all ad sizes & Adobe Acrobat PDF export settings are available for download at <http://www.californiamuseum.org/program-ads/templates>.

## TECHNICAL SPECIFICATIONS

- Color space: CMYK files only - files with RGB & PMS colors NOT accepted  
Black: Use rich black C=30, M=30; Y=30; K=100  
Set-up: Include crop marks, embed images & convert all fonts to outlines  
Resolution: 355 PPI minimum required  
File type: Adobe Acrobat PDF file only

## SUBMISSIONS INSTRUCTIONS

Please upload PDF file at <http://www.californiamuseum.org/program-ads>.

Due to server restrictions, ads sent via email or file transfer may not be delivered.

**Please allow 1 business day to run your ad through the printer's preflight check.**

We'll email you to confirm the file passed or needs to be fixed as soon as possible.  
Thank you!

## DEADLINE

**All ads must be received and pass the printer's preflight check by 5:00 pm on Wednesday, November 14, 2018 - no exceptions.**

## CONTACTS:

- File Submissions: Andrea Fujii, Administrative Assistant  
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- Artwork Set Up: Brenna Hamilton, Communications & Marketing Director  
[bhamilton@californiamuseum.org](mailto:bhamilton@californiamuseum.org)
- Event/Sponsors: Amanda Meeker, Executive Director  
[ameeker@californiamuseum.org](mailto:ameeker@californiamuseum.org)



## 12<sup>TH</sup> ANNUAL CALIFORNIA HALL OF FAME

TUESDAY, DECEMBER 4, 2018

Hosted by Honorary Chairs  
Governor Edmund G. Brown Jr.  
& First Lady Anne Brown

HONORING  
CALIFORNIANS  
WHO CHANGE  
THE WORLD