

63RD ANNUAL
ADVERTISING HALL OF FAME®
INDUCTION CEREMONIES & GALA DINNER
MARCH 27, 2012 • THE WALDORF-ASTORIA • NEW YORK CITY

PROGRAM AD SPECIFICATIONS

ADS IN COMMEMORATIVE PROGRAM BOOK

A commemorative program book will be distributed to all attendees at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner. A copy of last year's program is available upon request.

MECHANICAL REQUIREMENTS

Full Page Bleed: 7.25" w x X 10.25"h
Full Page Trim: 7 w x" X 10"h
Live Area: 6.5"w x 9.5"h

ACCEPTED MATERIALS

All ads should be submitted as a PDF with the following specifications:

- High-resolution (300 dpi) with all fonts embedded and with printer's marks and bleeds
 - All elements should be in CMYK mode
- Please label the file with your [[company/client name]]_AHOF12.pdf.

SPACE RESERVATION: FEBRUARY 27, 2012

To reserve advertising space, contact:
Lisa Rubin • (202) 898-0089 • lrubin@aaf.org

AD MATERIALS DUE: MARCH 2, 2012

Please send artwork and questions regarding the ad specifications to:
Adrienne Lipscomb • (202) 898-0089 • alipscomb@aaf.org