



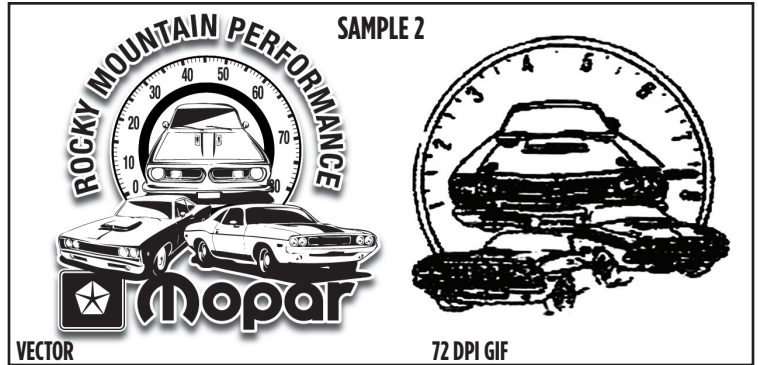
Collector Car Council of Colorado - Cruise Ad Info Sheet

This document was designed to help you with ad specifications and submissions. Please feel free to contact Dave at Dreamer Studios if you have any questions or would like us to create your ad or re-create your logo for you. 303-829-7717 - info@dreamerstudios.com

Your Art!

Firstly, lets talk about ad quality vs web quality, or as our art guy likes to say, pixels vs. ink! Printing quality is based on resolution. A logo that looks okay on the internet isn't a going to have a high enough resolution, also known as "Dots Per Inch" (dpi), to look good when printed. Below are a couple examples to help illustrate this point. The **Sample 1** image shows the difference between a photo formatted for print (on the left -300dpi) and the web (on the right - 72 dpi). The same applies to logos, the logo on the left in **Sample 2** was created

in a vector format for printing, the logo on the right, taken from the web. Notice the difference in how it looks? Others will as well! You should have "print resolution" art for your logo, whether its a new logo or an existing logo. Costs vary on logo creation/re-creation, but on average prices range between \$100 - \$200 depending on complexity.



Color and File Formats!

The color format for print is made up of 4 colors Cyan, Magenta, Yellow and Black, commonly referred to as CMYK. Your computer and television use only three colors to accomplish this Red, Green and Blue known as RGB. Images can be converted from RGB to CMYK and back again, but to ensure that your image colors don't "shift" when being converted, make sure to design and view your ads in the CMYK mode. We spoke about resolution earlier, and all your images and artwork should be at least 300 dpi. Images that start off as 300 dpi and are reduced will have a higher resolution. Images that are 300 dpi and are enlarged will have a lower resolution. We don't recommend enlarging images over 30%.

File formats are very critical for getting a great looking ad. There are various formats that are optimal for print based applications. Adobe based programs like Photoshop, Illustrator and InDesign are great for creating ads. You can create high resolution, final art perfect for printing. Programs like Corel draw, Microsoft Word and Powerpoint **are not** ad makers. They down-size or lower the resolution of the images making the content great for displaying on a computer, but awful for printing. Using the correct format ensures your ad / logo will look great when printed! Note make sure to include fonts or rasterize, or convert them to outlines. Fonts aren't native from one computer to another!

Acceptable Ad Formats: EPS - AI - PSD - JPG - TIF - INDD - PDF

File naming is also helpful and the best way to ensure your ad is easy to identify if there is a problem or needs some sort of edit, is to name your file something like this:
company_colfaxcruise_11.jpg - You can, if you wish put the ad size in there as well, but it isn't necessary.

Ad Sizes

Below are the different ads and sizes we are using for the 2011 Colfax Cruise Program.

Full Page With Bleed
8.625" w x 11.25" h

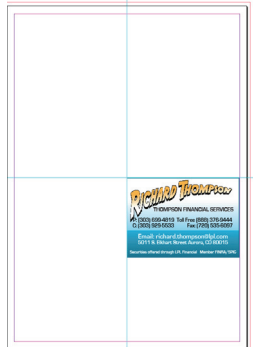
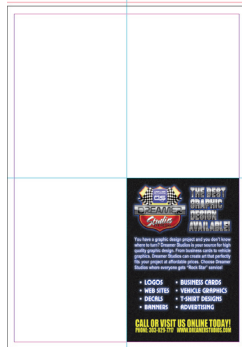
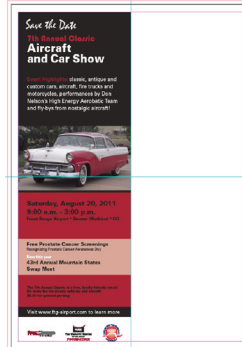
Full page No Bleed
8" w x 10.5" h

1/2 Page Vertical
4" w x 10.5" h

1/2 Page Horizontal
8" w x 5.25" h

1/4 Page
4" w x 5.25" h

1/8th or Business Card
4" w x 2.5" h



Deadline For Ad Submission!

Getting your ad in on time is very important! This allows us time to get your ads checked, inserted in the program and then delivered for production. It also allows us to get a low resolution PDF format "comp" out to everyone for content accuracy and approval as well as allowing time for revisions and corrections to content. Ads can be emailed to info@dreamerstudios.com and you can send them anytime. The sooner the better!

Ad Costs for this Program are:

- Full Page: \$1,000.00
- Half Page: \$500.00
- Quarter Page: \$250.00
- Eighth Page: \$150.00

Art costs are additional when having us create ads for you.
Please contact us for more information about ad creation / re-creation.

Please contact Dick Thompson for advertising and sponsorship information at: 303-929-5533 or Thompson660@cs.com



WWW.DREAMERSTUDIOS.COM