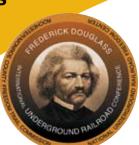
Specifications for Program Advertising



FREDERICK DOUGLASS INTERNATIONAL UNDERGROUND RAILROAD CONFERENCE & FREEDOM FESTIVAL

September 28-30, 2007
Rochester Riverside Convention Center, Rochester NY

Advertise in the Frederick Douglass International Underground Railroad Conference & Freedom Festival Program Book and reach an audience of over 500 individuals: educators, archivists and librarians, historians, scholars, youth service providers, students and many others.

Display Ad Specs for Program Booklet

Full page dimensions are 5.5" wide x 8.5" high Full color printing throughout publication

Ad Sizes:

- Full page cover ads inside front cover, inside back cover and back cover: 5.5" wide x 8.5" high trim size, add extra .125" for bleed, safe area 5.25" x 8.25"
- Full page internal ads5" wide x 8" high
- Half page ads5" wide x 3.93" high
- Quarter page ads2.43" wide x 3.93" high

Material Submission:

Ads must be submitted electronically as print-ready, high-resolution PDFs only. PDFs (Portable Document Format) must embed all fonts, and should be a minimum of 300 dpi for color and grayscale images, and 600 dpi for line art. Ads must be submitted in CMYK. No ads will be accepted in native applications.

No ads will be accepted in native applications

E-mail ads to jdalmath@dalmath.com

Deadline for materials is August 30, 2007

For more information:

Contact Jean Dalmath, Dalmath Associates at jdalmath@dalmath.com or (585) 586-6650.

Presented by:



Rochester/Monroe County Freedom Trail Commission

Sponsored by:

The Community Foundation, Xerox, City of Rochester, County of Monroe, Heritage New York, Rochester Institute of Technology, Senator Jim Alesi, University of Rochester, Harter Secrest & Emery LLP, Janet Buchanan Smith Charitable Checking Account, Rochester Gas & Electric, Workforce Diversity Network and Winters Family Fund to Promote Diversity and Inclusion.