

# 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 ads  
5" wide x 8" high
- Half page ads  
5" wide x 3.93" high
- Quarter page ads  
2.43" 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.

E-mail ads to [jdalmath@dalmath.com](mailto:jdalmath@dalmath.com)

**Deadline for materials is August 30, 2007**

#### For more information:

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

Presented by:



*Rochester / Monroe County  
Freedom Trail Commission*

Sponsored by:

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