

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

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.