



## Specifications & instructions for sponsor ads for conference supplementary booklet:

All files must be electronic

### All ads must be in grayscale (Black & White) ONLY

Adobe InDesign up to version CS5

Adobe Photoshop up to version CS5

- Bitmap mode maximum 600 dpi
- Minimum resolution 300 dpi
- Save as JPG, TIFF

Adobe Illustrator up to version CS5

- Grayscale mode minimum resolution 300 dpi
- Fonts used in Illustrator must be converted to outlines

We are unable to accept corel, microsoft word or pagemaker files.

## Transfer Media

### Deadline for camera ready art

**Friday, October 14<sup>th</sup> at 12 noon**

**If your final ad has not been received by this date, it will not be placed in the booklet.**

E-Mail

- Please send attachments to:  
**jrowlands@bccancer.bc.ca**
- Include all supporting files  
(both graphics & screen/printer fonts)
  - If supporting files are created in Illustrator, convert all text to paths to embed fonts
- Enter client ad name in subject field of email

CD-Rom

- Include all supporting files  
(both graphics and screen/ printer fonts).  
If supporting files are created in Illustrator or Freehand, convert all text to paths to embed fonts
- Include hard copy output of ad

## Ad Sizes

The ad space allows for bleeds

**PLATINUM SPONSORS** (\$33,000)

Ad size: Full Page, 7.5" wide x 10" high

**GOLD SPONSORS** (\$23,000)

Ad size: 1/2 Page, 7.5 wide x 5" high

**SILVER SPONSORS** (\$12,000)

Ad size: 1/4 Page, 3.75" wide x 5" high

\*Please note that ad content may not specifically promote a particular drug or drugs. It should be general and can contain information about corporate focus or specialties, mission, vision, etc. It can include a line or two about being pleased to be a sponsor of the 2011 BC Cancer Agency Annual Cancer Conference. It can list your BC Cancer Agency specialty representatives' names and invite delegates to visit your exhibit.

## Sponsor Logos

Sponsor logos are required in **both colour and grayscale** for print production and screen.

If the logo has not changed and you have been a sponsor previously, it is not necessary to resend logo files but please let us know that the files remain the same.

Adobe Illustrator **preferred** up to version CS5  
(**EPS vector based graphics**)

- Grayscale and CMYK mode minimum resolution 300 dpi
- Fonts used in Illustrator must be converted to outlines

Adobe Photoshop up to version CS5

- Bitmap mode maximum 600 dpi
- Minimum resolution 300 dpi
- Save as JPG, TIFF

### For more information, please contact:

#### Judy McLarty, APR

Sponsorship/Marketing Consultant

BC Cancer Foundation/BC Cancer Agency

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(long distance from Vancouver)

**jamcla@telus.net**

#### Jane Rowlands

Graphic Designer

Multimedia Services

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