

DELAWARE  
BREAST CANCER



*Northern Lights of Life*  
at Longwood  
**An Evening of Living and Giving**  
**September 25, 2010**

**Advertising Insertion Information**  
Deadline August 16, 2010

**Advertising Rates & Specifications**

Mechanical Requirements:

Publication trim size is 8 1/2" x 11". Digital art should be prepared at high resolution: 300 dpi.

**Ad Space (Live Area):      Width      Height**

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Full Page	7.5"	10"
1/2 Page Horizontal	7.5"	4.75"
1/4 Page Vertical	3.5"	4.75"
Business Card	3.5"	2"
Memorial/Celebration	(Up to 20 words)	

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**Advertising Material Requirements**

Artwork may be supplied in one of three ways:

**1) ELECTRONIC MEDIA (preferred):**

Ads are accepted in the following formats: EPS, TIFF, PDF, JPEG. A high-resolution 300 dpi file is required. All fonts and graphic elements must be included with each file. It is highly recommended to change all fonts to outlines and embed all graphics. PDF Files: Must use Adobe Acrobat Distiller, 3.02 or later version. Embed all fonts without subsetting. *Portable Media:* CD or Flash Drive. Please label all disks "return to" and we will return them to you promptly. Please send to: DBCC, 111 W. 11<sup>th</sup> Street, Suite 3, Wilmington, DE 19801 Attn: Advertising Coordinator or email to [NLOL@debrestcancer.org](mailto:NLOL@debrestcancer.org).

**2) SCANNER-READY MATERIAL:**

You may also submit your artwork as a black & white proof, sized appropriately and suitable for digital scanning. Laser proofs are acceptable. **Faxed ads are not acceptable!**

**3) NON-SCANNER-READY MATERIAL:**

Memorial ads and simple ads (no graphics or photos) may be supplied as a Word document and will be laid out by our designer.