

YWCA Greenwich



"Every woman should have a purse of her own." –Susan B. Anthony

Benefiting YWCA Domestic Abuse Services

Thursday, May 12, 2016

Belle Haven Club -11:00am

Advertising Specifications

YWCA Greenwich is hosting its 11th annual Old Bags Luncheon to raise funds for and awareness of the only Domestic Abuse Services in Greenwich. The event, a sell-out since its inception, will feature a silent auction of new, gently used and vintage designer handbags and a live auction.

Advertising in the Old Bags Luncheon Program will gain your business exposure to prestigious ladies from the Greenwich community. The event attracts over 350 attendees and offers your business an incredible opportunity to demonstrate support of Domestic Abuse Services in the community.

Deadline for Advertising Materials: April 28, 2016

Advertising Requirements

Advertisers must supply camera-ready ad materials.

Digital Specifications

QuarkXPress 6.5 or earlier, Adobe Illustrator CS or earlier, Adobe Photoshop CS or earlier and Adobe InDesign. Ads may be supplied on Zip (100 or 200 mb) or CD. Please include all fonts (printer and screen) and any linked graphics/illustration files used in the document with high resolution in place. Black and white artwork must be saved as greyscale (300 dpi) or line art (1200 dpi) TIFF/EPS files. Also provide a list of file names, a hard copy laser at 100%. You may also supply your ad in a high resolution (print ready) PDF. If your ad has a bleed, please allow for bleed in your PDF with crop marks in place. Ads supplied in PDF format should be in CMYK and all fonts embedded or outlined.

Note: Publisher, GIF, Bitmap, PCX and JPEG files are not acceptable formats for print.

All dimensions are in inches, **width by height.**

Book is 5 ½ x 8 ½

Back Cover \$2,500/Inside Cover \$2,000 – Color

Live/Non Bleed 5 X 8

Bleed 5¼ X 8 ¼

Two-Page Spread – B&W: \$1,500

Live/Non Bleed 10 X 8

Bleed 10¼ X 8 ¼

Full Page – Color: \$1,800 / B&W: \$1,000

Live/Non Bleed 5 X 7 ¾

Bleed 5¼ X 8

Half Page – Color: \$1,000 / B&W: \$600

Live/Non Bleed 5 X 4

Bleed 5¼ X 4 ¼

Quarter Page – Color: \$600 / B&W: \$400

Live/Non Bleed 2¼ X 3¾

Bleed 2½ X 4

Send advertising materials to:

Aubrey Grodin

YWCA Greenwich

259 East Putnam Avenue

Greenwich, CT 06830

a.grodin@ywcagreenwich.org 203-869-6501 ext. 161

**For more information, contact Aubrey Grodin at (203) 869-6501 ext. 161
a.grodin@ywcagreenwich.org or visit us online at www.ywcagreenwich.org**

YWCA Greenwich, 259 East Putnam Avenue, Greenwich, CT 06830