



ywca greenwich *Persimmon Ball*

Friday, April 8, 2016
Hyatt Regency Greenwich
6:30pm

Advertising Specifications

Advertising in the Persimmon Ball Program will gain your business exposure to prestigious residents from Greenwich, Stamford, New York City, Westchester and other Fairfield County areas. The event attracts nearly 500 attendees and offers your business an incredible opportunity to demonstrate support of the programs and services offered by YWCA Greenwich.

Proceeds from this event benefit YWCA programs and services for Greenwich and Stamford families. Please support this effort by placing an ad in this year's Persimmon Ball program. If you have any questions or are interested in becoming a sponsor, please contact Aubrey Grodin at (203) 869-6501 ext 161 or a.grodin@ywcagreenwich.org visit www.ywcagreenwich.org.

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

Deadline for Advertising Materials:
Friday, March 25, 2016

Ad Sizes

All dimensions are in inches, width by height.

Two-Page Spread - Color \$3,000 / B&W \$1,500

Live/Non Bleed 16 X 10
Bleed 16 1/4 X 10 1/4

Back Cover – Color Only \$2,500

Live/Non Bleed 7 1/2 X 10
Bleed 7 3/4 X 10 1/4

Front or Back Inside Cover – Color Only \$2,000

Live/Non Bleed 7 1/2 X 10
Bleed 7 3/4 X 10 1/4

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

Live/Non Bleed 7 1/2 X 10
Bleed 7 3/4 X 10 1/4

Half Page – Color \$1,000/ B&W \$600

Live/Non Bleed 7 1/2 X 4 3/4

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

Live/Non Bleed 3 1/2 X 4 3/4

Business Card – Color N/A / B&W \$200

Live/Non Bleed 3 1/2 X 2 1/8

Please send advertising materials to:

YWCA Greenwich
Attn: Aubrey Grodin
259 East Putnam Avenue • Greenwich, CT 06830
e-mail: a.grodin@ywcagreenwich.org

For more information, please 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