

# YWCA Greenwich



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

**Benefiting YWCA Domestic Abuse Services**  
**Thursday, May 10, 2018**  
**Belle Haven Club**  
**11:00am to 2:00pm**

## Advertising Specifications

*Empowering Women, Eliminating Racism*

YWCA Greenwich is hosting its 13<sup>th</sup> 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 live and silent auction of new, designer and vintage handbags.

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

### Deadline for Advertising Materials: April 26, 2018

#### **Advertising Requirements:**

Advertisers must supply camera-ready ad materials.

#### **Digital Specifications:**

We accept Adobe Illustrator, Adobe InDesign, Adobe Photoshop or High Resolution PDF files 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 (1200dpi) 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 1/8" bleed in your pdf with crop marks in place. Ads supplied in PDF format should be in CMYK and all fonts embedded.

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

All dimensions are in inches, width by height

#### **Two-Page Spread - Color: \$2,500 / B&W: \$1,500**

Live/Non Bleed 10½ x 8  
Bleed 10¾ x 8¼

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

Live/Non Bleed 5 x 8  
Bleed 5¼ x 8¼

#### **Half-Page Horizontal - Color: \$1,000 / B&W: \$600**

Live/Non Bleed 5 x 4  
Bleed 5¼ x 4¼

#### **Quarter-Page Vertical - Color: \$600 / B&W: \$400**

Live/Non Bleed 2½ x 4  
Bleed 2¾ x 4¼

#### **Dedication or Business Card – B&W only \$200**

Live/Non Bleed 2¼ x 1¾  
Bleed 2½ x 2

**Trim Size** 5½ x 8½

**Line Screen** 133 line screen

**Please send advertising material to:**

Jackie Stam  
j.stam@ywcagreenwich.org  
(203) 869-6501 ext 102

**Hotline (203) 622-0003**

**For more information please contact Jackie Stam at (203) 869-6501 ext 102 or  
j.stam@ywcagreenwich.org or visit us online at www.ywcagreenwich.org/Bags  
YWCA Greenwich, 259 East Putnam Avenue, Greenwich, CT 06830**