



Shell Key West Challenge

Benefiting the Diabetes Research Institute

Tournament Program Rate Card & Insertion Order

DIGITAL FILE REQUIREMENTS

DEADLINES & FORMATS:

Digital files must be submitted by March 8.

Files must be provided either via email attachment (up to 10 MB files) or on CD. Send all media to:

Email: shusmann@sc.rr.com

Mail to: **Sandy Husmann**

201 Muirfield Drive, Columbia, SC 29212

If sending artwork via email please provide a high resolution PDF file for proofing, regardless of file format. Files may be compressed using Stuffit or Zip software. **NO LZW COMPRESSION.**

Applications accepted: Macintosh versions of QuarkXpress (v.7 or lower), Adobe Illustrator and Adobe Photoshop.

Please include all typefaces (screen and printer fonts); artwork saved in either TIFF, high-res JPEG, EPS, or high-res PDF (with all fonts embedded), file formats; and laser proofs for each ad.

When submitting your ad, please insure that **ALL IMAGES, TYPE, AND COLOR BLOCKS HAVE BEEN CONVERTED TO CMYK; NO RGB IMAGES ACCEPTED.** There will be a \$35 production charge for any digital ad requiring color re-formatting.

Ad Dimensions & Rates

Full Page.....	\$ 1,250.00
Half Page.....	\$ 650.00
Quarter Page.....	\$ 425.00
Eighth Page.....	\$ 300.00

PAYMENT: *Payment must accompany the insertion order.*

FULL PAGE

LIVE AREA:
7" x 10"

TRIM:
8.5" x 11"

BLEED:
8.75" x 11.25"

**1/2 PAGE
HORIZ**

7" x 4.8750"

**1/4
PAGE**

3.3750" x 4.8750"

**1/8
PAGE**

3.3750" x 2.3125"

SHELL KEY WEST CHALLENGE ADVERTISING INSERTION ORDER

Advertiser's Name: _____

Address: _____ Email: _____

Phone: _____ Contact: _____

Ad Size: _____ Special Position/Instructions: _____

Payment Enclosed Bill Me

Complete the form above and fax to: 305-248-6501; or mail to: Blaylock Oil Company
P.O. Box 310, Homestead, FL 33090. Atten: Crystal Blaylock, (305-247-7249 ext 226, crystal@shellkeywestchallenge.com)
Make check payable to: Shell Key West Challenge