



Sunday, March 31, 2019

Program Ad Specs/ Prices

Print quantity 5,000 with expected 2.5 views per program. 12,000 views per ad. Full color or black and white acceptable. Full bleeds only on inside front cover and back cover.

Inside Cover/Inside Back Cover Full Bleed 8.75 x 11.25 **\$1,000**

8.5 x 11 trim size; 8 x 10.5 live area.

Also receives mention on collectible show t-shirt and banners

Full Page Inside: 7.125 x 10 **\$500**

Also receives mention on collectible show t-shirt

Half Page horizontal: 7.125 x 4.875 **\$300**

Quarter page: 3.5 x 4 **\$200**

Business Card: 3.5 x 2 **\$100**

Acceptable formats:

Photoshop EPS with a minimum resolution of 266 ppi recommended

TIFF with a minimum resolution of 266 ppi at final size

JPEG with a minimum resolution of 266 ppi at final size

Press optimized PDF

For business cards, simply submit a business card

***Submit all ads to Nicole Meguiar at CrossroadsCarShows@gmail.com. Thank you for your support of Southern California Teen Challenge. 100% of proceeds go directly to Teen Challenge: the oldest, largest and most successful drug and alcohol recovery program in the world, serving Southern California for over 50 years at no cost to the students.

**Make Check payable to "Riverside Teen Challenge" and mail to:
Crossroads Car Shows, Attn: Program Ad, 2088-A Central Ave. Duarte, CA 91010**

