



Key West CHALLENGE 2009

TOURNAMENT PROGRAM RATE CARD & INSERTION ORDER

Benefiting the Diabetes Research Institute

DIGITAL FILE REQUIREMENTS FORMATS & DEADLINES:

Digital files must be submitted by March 27.

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.**

Software applications accepted are Macintosh versions of QuarkXpress (v. 6.5 or lower), Adobe Illustrator CS 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.*



LIVE AREA:
7" wide x 10" deep

BLEED:
8 3/4" wide x 11 1/4" deep



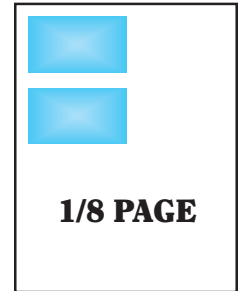
**1/2 PAGE
HORIZ**

7" wide
x 4 7/8" deep



1/4 PAGE

3 3/8" wide
x 4 7/8" deep



1/8 PAGE

3 3/8" wide
x 2 5/16" deep

SHELL KEY WEST CHALLENGE ADVERTISING INSERTION ORDER

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Payment Enclosed Bill Me

Complete the form above and push the **SUBMIT button to email to Crystal Blaylock (cblaylock1@aol.com); or print and fax to: 305-248-6501; or mail to: Blaylock Oil Company P.O. Box 310, Homestead, FL 33090. Make check payable to: Shell Key West Challenge**