



# 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](mailto: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 accepted are 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"

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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

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Ad Size: \_\_\_\_\_ Special Position/Instructions: \_\_\_\_\_

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Complete the form above and push the **SUBMIT** button to email to Crystal Blaylock ([cblaylock1@aol.com](mailto: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