



**newWORLD**  
NEW thinking  
TOIGO GALA  
06.10.2010

## 2010 TOIGO FOUNDATION GALA

Advertising Specifications for Program Book

**DEADLINE FOR ALL ADS IS FRIDAY MAY 21<sup>st</sup> 2010**

**Ad Sizes:** Full Page 7w x 7h inches trim size  
Half Page 7w x 3.45h inches trim size

**Final Art:** Ads are black and white. Artwork should be in grayscale format, saved as a press-ready PDF or EPS file, with a final image size of 300 dpi at 100%. Embed all fonts if creating a press-ready pdf, outline fonts if created in illustrator, rasterize type if created in Photoshop. There may be a .5pt rule placed around the ad at the time of publication if one is not provided in the artwork.

*Please note: Due to a change in the size of the program book, you may not re-use an ad from a previous year.*

**Submitting Artwork:** Final ads may be sent at anytime, but all ads must be received by the deadline. Please use the following link to submit your ad:  
[Submit My Ad](#)

**Questions:**

Nerissa Thomas, Manager-Donor Relations & Special Events

Phone 510.763-5771, extension 11

Email: [nerissa.thomas@toigofoundation.org](mailto:nerissa.thomas@toigofoundation.org)