

# RATE SHEET

**Ads Due No Later Than:  
Monday, August 24, 2010**



— VISALIA —  
**17<sup>TH</sup> ANNUAL WAITERS RACE**  
— PRODUCED BY EVENTS VISALIA —

2010

DESCRIPTION	SIZE (WxD)	1xx	
<b>Premium Positions</b> INCHES			
Full Page	5.5 x 8.5	\$1,000	
Half Page Horz	4.75 x 3.7989	\$500	
Mini Business Card Vert	2.4 x 3	\$300	
Mini Business Card Horz	1.4055 x 1.4803	\$100	

AD Size: \_\_\_\_\_ AD Price: \$ \_\_\_\_\_

Business Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Your payment is appreciated with your commitment. Thank you. Sold by: \_\_\_\_\_

Events Visalia Waiters Race Program will be distributed to the businesses advertised and placed in their lobby.

Mailing address: P.O. Box 488 • Visalia, CA 93279-0488 Email: [eric@cribbsproject.com](mailto:eric@cribbsproject.com)

## • Preferred format distilled as .PDF with outlines and Press Setting •

### Pre-Press Guidelines for Production

We accept digital files created in:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Adobe InDesign
- Quark XPress

### Printed Proof Required

Mail or fax hard copies to the address above.

E-Mail: [eric@cribbsproject.com](mailto:eric@cribbsproject.com)

Mail: Send digital files in the following media:

- CD-Rom

### Fonts & Graphics Required:

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS files, TIFFs, PICTs, and Photoshop documents. Scanned images for 4-Color process printing must be scanned at a resolution of 300 dpi. Scanned line art and type, even if they are in color must be scanned at 1200 dpi.

PC Warning: PC typefaces/fonts don't always work well on Mac systems. Please convert all type to outlines, curves, or paths.