



NAWBO

SOUTH JERSEY

National Association of Women Business Owners

BEYOND THE GLASS CEILING AWARDS • March 31, 2022

Sponsorship Opportunities & Event Program Book Artwork Specifications

*These instructions should be given to graphic arts or
media representatives for point of reference.*



Sponsorship Opportunities

\$2,000 Diamond Sponsor

- Company name on press releases
- Company logo on NAWBO website event page and registration page
- Company logo on marketing emails and social media
- Full-page ad in sponsor booklet
- Logo on sponsor sign(s) and projection screen
- Eight (8) tickets

\$1,000 Emerald Sponsor

- Company name on press releases
- Company logo on NAWBO website event page and registration page
- Company logo on marketing emails and social media
- Half-page ad in sponsor booklet
- Logo on sponsor sign(s) and projection screen
- Four (4) tickets

\$500 Ruby Sponsor

- Company name on press releases
- Company name on NAWBO website event page and registration page
- Company name on marketing emails
- Company logo on social media
- Quarter-page ad in sponsor booklet
- Logo on sponsor sign(s) and projection screen
- Two (2) tickets

For additional information about sponsoring Beyond the Glass Ceiling or donating to our silent auction, please contact: Sharon Dunkel, 609-204-0041, sbdunk@verizon.net or info@nawbosouthjersey.com.

Donate to our Silent Auction

Please support us by donating an item to our silent auction. Thank you!

Value: \$ _____ Contact Person _____

Contact Phone _____ Email _____

- Donation is included with form I will deliver the item
- I need my item picked up Description of item: _____



Checks can be made payable to:
NAWBO South Jersey
PO Box 923, Marlton, NJ 08053

Contributions or gifts to NAWBO SJ, a 501(c)(6) organization, are not deductible as charitable contributions for Federal income tax purposes. NAWBO is a registered trademark of the National Association of Women Business Owners.

Program Book Ads

Outside back cover* (full-color / 4.5”w x 7.5”h)	SOLD
Inside front cover* (full-color / 4.5”w x 7.5”h)	\$400
Inside back cover* (full-color / 4.5”w x 7.5”h)	\$400
Full page (B/W / 4.5”w x 7.5”h)	\$300
Half page (B/W / 4.5”w x 3.25”h)	\$200
Quarter page (B/W / 2.25”w x 3.25”h)	\$95
NAWBO Member Ticket + Quarter page ad (B/W / 2.25”w x 3.25”h)	\$180
Non-Member Ticket + Quarter page ad (B/W / 2.25”w x 3.25”h)	\$200

* First come, first served basis

Ad Sales end on March 14, 2022

All program book ad files/materials are due by March 16, 2022

See pages 4 and 5 for ad specifications.

Ticket Pricing

Member \$110 each

Non-Member \$125 each

Purchase tickets by 3/17/2022.

Apply a \$15 discount for Early Bird pricing if purchased by 2/18/2022

Ad / Ticket Order Form

Email to anne@nawbosouthjersey.org nawbosouthjersey.org

Mail to NAWBO South Jersey, PO Box 923, Marlton, NJ 08053

AD: Size _____ = \$ _____

TICKETS: NAWBO Member No. of tickets x \$110 = \$ _____

Non-NAWBO Member No. of tickets x \$125 = \$ _____

Apply a \$15 discount for Early Bird pricing if purchased by 2/18/2022

TOTAL = \$ _____ **

Make checks payable to NAWBO South Jersey. **Credit card processing fees apply.

Name _____

Address _____

City _____ State _____ Zip _____

Contact Phone _____ Email _____

Visa / MasterCard _____

Expiration _____ Security Code _____

Signature _____

Event Program Book

Artwork Specifications

SIZING & COLOR *Width and height measurements are NOT interchangeable. If you have purchased a color ad, it will print in 4-color process; any PMS colors (spot colors) will be converted to 4-color process.*

Full Page	Maximum 4.5" WIDE x 7.5" HIGH
Half Page Horizontal	Maximum 4.5" WIDE x 3.75" HIGH
Quarter Page	Maximum 2.25" WIDE x 3.75" HIGH

For a Half Page Horizontal ad, you may send an electronic ad or submit a business card for scanning

PLEASE DO NOT STAPLE/PAPERCLIP BUSINESS CARDS!

PRINTING PREFERENCES

Artwork Scans All scanned images must be at a minimum of 300 dpi at the size to be printed.

Media Files on CD, DVD or flash drive, or emailed files are acceptable. Most .PDFs, even when created with Press Quality settings, are small enough to email.

File Types

- **PREFERRED:** Press Quality or High Resolution PDF files, with all fonts and art embedded; be sure to use high resolution images (300 dpi at the size to be printed)
 - *Quark Xpress* documents, version 6.0 or later (including version 8.0)
 - *PageMaker* files, Versions 5.0 through 7.
 - *InDesign, Photoshop* or *Illustrator* files, all versions, including CC 2022.
- Can accept files via email, **as attachments**, up to 10MB. Files must be compressed using “*StuffIt*” or “*ZipIt*” utilities.
- Large file sizes exceeding 10MB can be sent using an online ftp server, DropBox, or wetransfer.com (a FREE file transfer website that doesn’t require you to create an account). Please let us know if you need the FTP site info, or information on using DropBox or wetransfer.com.
- Microsoft Word documents must be saved as .PDF files with fonts embedded.
- We **cannot** accept Microsoft Publisher OR PowerPoint files. They must be saved as high resolution .PDF format with all fonts embedded and high resolution images used.

- A hardcopy output of the file **MUST** accompany all disks. Ads sent electronically must have an accompanying .PDF file or, if a PDF is supplied, a faxed hard copy for reference.
- All fonts and linked art files **MUST** accompany any native layout files (Quark Xpress, InDesign, PageMaker). For fonts, please include suitcases *and* printer fonts.

ARTWORK

- Artwork refers to any objects created outside of the layout program
- Resolution must be 300 dpi or higher (at the final printed size) for any photos or raster art files.
- Save all artwork as .EPS files. Halftones can be saved as .TIF files though .EPS format is preferred
- Printer can edit artwork generated in “*Adobe Photoshop*” and “*Illustrator*” *CC 2015 or earlier*. If .EPS format artwork is created in “*Illustrator*,” “*FreeHand*” or “*CorelDraw*” programs, the fonts must be converted to outline/artwork before being saved as an .EPS File.

**If you don't have access to a creative agency,
and need an ad created,
FrontEnd can work with you to create one.
We charge \$80 per hour for creative services.**

**DUE DATE: ALL ADS MUST BE SUBMITTED BY
MARCH 16, 2022.**

Questions can be directed to FrontEnd Graphics, Inc.:

856-547-1600

**Lisa Simon, Production Manager:
lisasimon@frontendgraphics.com**

**Joseph Martin, Production:
production@frontendgraphics.com**

Full Page
Maximum
4.5" WIDE x 7.5" HIGH

Half Page

Maximum
4.5" WIDE x 3.75" HIGH

Quarter Page

Maximum
2.25" WIDE x
3.75" HIGH

