



# NAWBO

SOUTH JERSEY

National Association of Women Business Owners



**BEYOND THE GLASS CEILING AWARDS • March 6, 2024**

## **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

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

## \$1,000 Emerald Sponsor

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

## \$500 Ruby Sponsor

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

**For additional information about sponsoring Beyond the Glass Ceiling or donating to our basket raffle, please contact:**

**Sharon Dunkel at [sbdunk@verizon.net](mailto:sbdunk@verizon.net) or**

**Nancy Lipkin Sipera at [NancyS@MakeFirstImpressions.com](mailto:NancyS@MakeFirstImpressions.com).**

## Donate to our Basket Raffle

Beyond the Glass Ceiling Awards is NAWBO SJ's largest fundraising event.

All funds are used by our organization to provide education, networking, advocacy & leadership opportunities to the women business owners of South Jersey.

Please support us by donating an item to our basket raffle. 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 790, Turnersville, NJ 08012

*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) .....	\$600
Inside front cover* (full-color / 4.5”w x 7.5”h) .....	\$500
Inside back cover* (full-color / 4.5”w x 7.5”h) .....	\$500
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) .....	\$100
NAWBO Member Ticket + Quarter page ad (B/W / 2.25”w x 3.25”h).....	\$195
Non-Member Ticket + Quarter page ad (B/W / 2.25”w x 3.25”h).....	\$225

\* First come, first served basis

**Ad Sales end on February 12, 2024**

**All program book ad files/materials are due by February 14, 2024**

See pages 4 and 5 for ad specifications.

## Ticket Pricing

**Member \$125 each**

**Non-Member \$150 each**

*Early Bird Pricing discount of \$25 before 02/06/2024*

## Ad / Ticket Order Form

Email to Sharon Dunkel at [sbdunk@verizon.net](mailto:sbdunk@verizon.net)

Nancy Lipkin Siperia at [NancyS@MakeFirstImpressions.com](mailto:NancyS@MakeFirstImpressions.com)

Mail to NAWBO South Jersey PO Box 790, Turnersville, NJ 08012

AD Size:		= \$ _____
TICKETS: <input type="checkbox"/> NAWBO Member	No. of tickets x \$125	= \$ _____
<input type="checkbox"/> Non-NAWBO Member	No. of tickets x \$150	= \$ _____
TOTAL = \$ _____		**

*Early Bird Pricing discount of \$25 before 02/06/2024*

*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.*

<b>Full Page</b>	Maximum 4.5" WIDE x 7.5" HIGH
<b>Half Page Horizontal</b>	Maximum 4.5" WIDE x 3.75" HIGH
<b>Quarter Page</b>	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** 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 2023.
- Can accept files via email, **as attachments**, up to 20MB. Files must be compressed using “StuffIt” or “ZipIt” utilities.
- Large file sizes exceeding 20MB 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.

## **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 2023 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  
FEBRUARY 14, 2024.**

**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" HIGH

## **Half Page**

Maximum  
4.5" WIDE

X

3.75" HIGH

## **Quarter Page**

Maximum  
2.25" WIDE

X

3.75" HIGH

**On Wednesday, March 6, 2024, the South Jersey Chapter of the National Association of Women Business Owners (NAWBO SJ) will host their 20th annual Beyond the Glass Ceiling Awards Ceremony and Dinner. We recognize the outstanding individuals in the region for their contributions to women, women business owners, and our community.**

**Join us as we celebrate the award recipients and our 20th year as a NAWBO chapter!**

**The South Jersey Chapter of the National Association of Women Business Owners (NAWBO SJ) provides support, education, mentoring, and networking opportunities for women business owners and their associates in the region. The organization serves the needs of women business owners in the following New Jersey counties: Burlington, Camden, Gloucester, Cumberland, Salem, Atlantic, Cape May and portions of Mercer.**

**Website: <http://nawbosouthjersey.org>**