

HPA AWARDS PROGRAM GUIDE

Advertising Dimensions, Printing Specs & Rate Sheet

Art Deadline/File Submission: Monday, October 28, 2019

Deliver ads to: design@lordcreative.com

Advertising Specifications

Full Page Ad - Covers	8.5" _(w) x 7" _(h) (trim)	8.75" x 7.25" _(w/bleed)	4/c
Full Page Ad - Inside	8.25" _(w) x 6.75" _(h)	non-bleed	1/c (black)
1/2 Page Ad - Horizontal	8.25" _(w) x 3.3125" _(h)	non-bleed	1/c (black)
1/2 Page Ad - Vertical	4.0625" _(w) x 6.75" _(h)	non-bleed	1/c (black)
1/4 Page	4.0625" _(w) x 3.3125" _(h)	non-bleed	1/c (black)

Full Page Ad - Covers
full-bleed
4/c (full color)

1/2 Page - Horizontal
non-bleed, 1/c (black)

1/4 Page
non-bleed
1/c (black)

Full Page Ad - Inside
non-bleed
1/c (black)

1/2 Page Vertical
non-bleed
1/c (black)

Advertising Rates + Sponsorship Packages

Advertising & Sponsorship Inquires, contact:

Joyce Cataldo
jcataldo@hpaonline.com
p: +1 914-205-2380

Jeff Victor
jvictor@hpaonline.com
p+: +1 847-721-2730

Hollywood Professional Association
2501 W Burbank Blvd #207
Burbank, CA 91505

Sponsorship Packages Available:

- Title Sponsor
- After Party Sponsor
- Cocktail Reception Sponsor
- Brand Sponsor
- Editing Sponsor
- Color Grading Sponsor
- Sound Sponsor
- Engineering Excellence Sponsor
- Creativity & Innovation Sponsor

Rates: Please inquire

Full Color Cover Ads:

4/c - CMYK
Limited Availability
Back Cover, Inside Front Cover & Inside Back Cover

Rates: Please inquire

Inside Program - Full Page Ad: \$1,850

1/c - Black & White

Inside Program - 1/2 Page Ad: \$1,250

1/c - Black & White

Inside Program - 1/4 Page Ad: \$675

1/c - Black & White

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GROUP PROGRAM Advertising Specifications

1/4 Page Group Program: \$500

Text & Image ad unit

supply text: 225 characters

supply 1 image or logo

- 300dpi
- 1200px wide minimum
- eps, psd, jpg or tif
- 1/c (black)

 <p>Congrats! What a great accomplishment. <small>In a velit laoreet, bibendum ante.rem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum mauris id sapien pellentesque, eleifend eleifend tellus congue.</small></p> <p><i>Your Name Here</i></p>	<div style="text-align: center;">  <p>Company Logo</p> </div> <p>COMPANY NAME</p> <p>Congratulations Leon! <small>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin feugiat viverra pharetra. Mauris faucibus quis</small></p> <p>From your friends <i>Production Company X</i></p>
<div style="text-align: center;">  <p>Company Logo</p> </div> <p>COMPANY NAME</p> <p>For all you have done. Thank you... <small>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin feugiat viverra pharetra. Mauris faucibus quis etam.</small></p> <p>From the team at <i>Production Company X</i></p>	 <p>To Leon Silverman <small>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin feugiat viverra pharetra. Mauris faucibus quis rem ipsum dolor sit amet, consectetur adipiscing elit.</small></p> <p><i>Your Name & Another Name Here</i></p>

1/10 Page Group Program: \$200

Text only ad unit

supply text: 170 characters

<p>What a great accomplishment. <small>In a velit laoreet, bibendum anterem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum mauris idemar.</small></p> <p><i>Your Name Here</i></p>	<p>CONGRATULATIONS LEON!</p> <p><i>Your Name & Company Here</i></p>
<p>To Leon Silverman <small>Praesent rutrum mauris idemar rem ipsum dolor sit amet.</small></p> <p>Your friends at <i>Production Company X</i></p>	

Printing & File Delivery Specifications

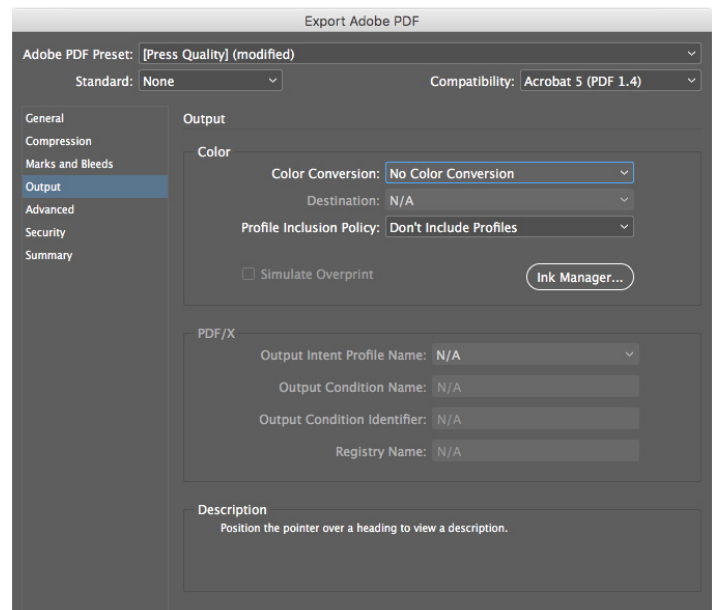
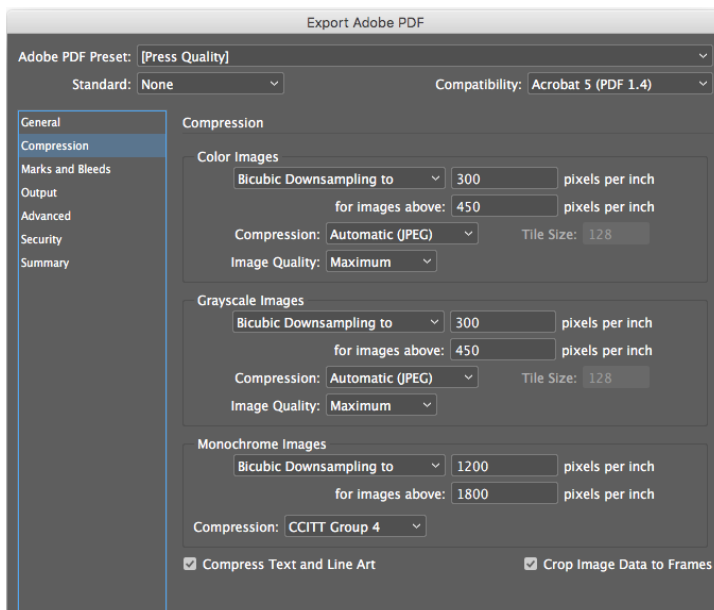
All advertising must be provided in digital format. Supported file types are PDF, EPS and TIFF

The following files must be supplied accordingly:

- PDF - files must be provided as "press-quality"
- EPS - files must have fonts outlined and graphics embedded
- TIFF - files must be flattened
- All art to be submitted as hi-res, 300dpi with crop marks.

Artwork should not be submitted as any other format where text or images are linked to external or referenced files.

PDF output specs:



Color:

- 4/c Ads: CMYK (not RGB)
- 1/c Ads: Black (100%K, Grayscale)
- No PMS, Pre-Mixed or Metallic Inks

Embedded Images:

- All images must be embedded
- 300dpi minimum resolution

Fonts:

- All fonts must be embedded and/or outlined before submitting artwork

Crop Marks:

- Include Crop Marks to indicate trim on all ad submissions
- For 4/c full-bleed ads, include 1/8"(.0125") bleed marks on all sides.

Binding:

- Perfect Bound



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File Submission - Digital Delivery Only:

Email files (15mb or less)

attn: design@lordcreative.com

Large files (15mb & over) you can submit via WeTransfer:

<https://wetransfer.com/>

attn: design@lordcreative.com

Contact:

If you have any urgent questions on Ad Specs or File Delivery, please contact:

Lord Creative

Concetta Halstead-Lord

m: 213.248.1727

design@lordcreative.com

<http://lordcreative.com>

Please read the artwork delivery specifications carefully.

HPA will not be responsible for the quality of reproduction when ad specifications are not met.

To ensure the best quality presentation of your valued advertisements, files that do not meet artwork specifications will be returned for re-submission, or worked on in-house for an additional fee.

Advertising Design services are available for an additional fee.