



# HPA AWARDS PROGRAM GUIDE

Advertising Dimensions, Printing Specs & Rate Sheet

**Art Deadline/File Submission: Friday, November 17, 2023**

Deliver ads to: [design@lordcreative.com](mailto:design@lordcreative.com)

For more information and availability please contact:

Joyce Cataldo [jcataldo@hpaonline.com](mailto:jcataldo@hpaonline.com) 732-216-6069

Jeff Victor [jvictor@hpaonline.com](mailto:jvictor@hpaonline.com) 310-241-3166

## Advertising Specifications - Digital Awards Program

<b>Full Page Ad - Covers</b>	8.5" <sub>(w)</sub> x 7" <sub>(h)</sub> (trim)	8.75" x 7.25" <sub>(w/bleed)</sub>	Color (RGB)
<b>Full Page Ad - Inside</b>	8.25" <sub>(w)</sub> x 6.75" <sub>(h)</sub>	non-bleed	Color (RGB) or BW
<b>1/2 Page Ad - Horizontal</b>	8.25" <sub>(w)</sub> x 3.3125" <sub>(h)</sub>	non-bleed	Color (RGB) or BW
<b>1/2 Page Ad - Vertical</b>	4.0625" <sub>(w)</sub> x 6.75" <sub>(h)</sub>	non-bleed	Color (RGB) or BW
<b>1/4 Page</b>	4.0625" <sub>(w)</sub> x 3.3125" <sub>(h)</sub>	non-bleed	Color (RGB) or BW

**Full Page Ad - Covers**  
full-bleed  
Color Ad (RGB)

**1/2 Page - Horizontal**  
non-bleed,  
Color Ad (RGB) or BW

**1/4 Page**  
non-bleed  
Color Ad (RGB)  
or BW

**Full Page Ad - Inside**  
non-bleed  
Color Ad (RGB)  
or BW

**1/2 Page Vertical**  
non-bleed  
Color Ad (RGB)  
or BW

**NOTE:**  
This years HPA Awards Program will be digital, therefore you can provide us full-color RGB ads. You can also provide BW ads if you prefer. We will accept both color formats.  
  
Please provide a 300 dpi "High Quality Print" PDF with cropmarks to: [design@lordcreative.com](mailto:design@lordcreative.com)

## Advertising Rates + Sponsorship Packages

### Advertising & Sponsorship Inquires, contact:

Joyce Cataldo  
[jcataldo@hpaonline.com](mailto:jcataldo@hpaonline.com)  
p: +1 914-205-2380

Hollywood Professional Association  
135 E. Olive Ave #509  
Burbank, CA 91502

### Sponsorship Packages Available:

Rates: Please inquire

- Title Sponsor
- Award Category Sponsors
- Trophy Sponsor
- Cocktail and Dessert Reception Sponsors
- Registration Sponsor
- Awards Supporter Sponsor

### Full Bleed Cover Ads:

Color Ad (RGB)  
Limited Availability  
Back Cover, Inside Front Cover & Inside Back Cover  
Rates: Please inquire

### Inside Program - Full Page Ad: \$1,950

Color Ad (RGB) or BW

### Inside Program - 1/2 Page Ad: \$1,400

Color Ad (RGB) or BW

### Inside Program - 1/4 Page Ad: \$750

Color Ad (RGB) or BW