



# HPA AWARDS PROGRAM GUIDE

Advertising Dimensions, Printing Specs & Rate Sheet

**Art Deadline/File Submission: Friday, October 18, 2024**

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

**★ NEW! VIP Ticket Package: \$2,500** (Limited Availability)

- Congratulatory program ad (\$1,950 value)
- Four tickets to the event (\$1,100 value)
- Reserved Seating
- Company recognition on event website for up to one year post-event

**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