

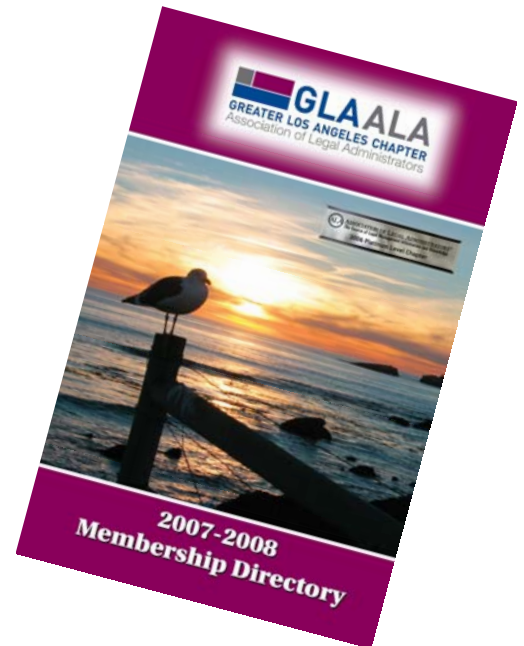


VENDOR PARTNERS!

Partner with legal administrators

**Advertise in the
GLA ALA Membership Directory**

**Our Membership Directory has options
to fit your budget!**



For more information, please contact:

Joanne Stillwagon (*GLA ALA Vendor Liaison Chair*) – jstillwagon@andrewskurth.com

All ads should be sent by e-mail to the vendor chair listed above.
Upon receipt of ad an invoice will be generated for your specific ad style.

Deadline for submission - February 29, 2008



ADVERTISING RATES		
Style	Size	Cost
Business Card	2" x 3.5"	\$500.00
1/2 Page	3.375" x 4"	\$750.00
Full Page	4" x 7"	\$1000.00

Submitting Advertisements for the 2008-2009 Membership Directory

*****Please see the attached for ad specifications*****

We Appreciate Your Valued Support of Our Chapter!

GLA ALA Membership Directory Artwork Specifications

File formats for The GLA ALA Membership Directory are as follows:

AD SIZES

Full Page - 4.125" wide x 7" tall	\$500
1/2 Page - 4.125" wide x 3.375" tall	\$750
Business Card - 3.5" wide x 2" tall	\$1,000

PDF:

Adobe Acrobat 4.0 compatible, high resolution (2400 dpi), press optimized, composite PDF with fonts embedded.

PDF SETTINGS

- Make the document/page size the outer size of the ad or make the document size 1" larger than ad size (do not place small ads on letter size pages).
- Set output resolution to 2400 dpi.
- Embed all fonts.
- Images must be 300 ppi.

EMBEDDED IMAGES

Minimum resolution requirements are 300 ppi grayscale artwork and 1200 dpi for Bitmap (line art only). Images and logo's from Web sites set at 72 ppi are **NOT** usable for print ads.

ADS IN PAGE LAYOUT PROGRAMS

QuarkXPress, Adobe InDesign, PageMaker, are all excepted.
Ads built in Word should be saved as Hi Res PDF's (See Above)

FILE NAMING

Documents should be named by the advertiser's name, the publication and the issue date.

BLACK & WHITE ADS

Ads running in black & white must have their images converted to grayscale or bitmap.
(Do NOT use RGB or CMYK mode for Black & White Ads)

SPOT COLOR

We do not except ads with spot colors. All spot colors will be converted to **Grayscale** and we can not be responsible for color shifts.

CMYK (4-COLOR) ADS

We do not except ads that are **CMYK**. All **CMYK** ads will be converted to **Grayscale** and we can not be responsible for gray balance shifts.

PROOFS

We do not accept or supply proofs of ads. GLA ALA is a non-profit that does not have the means for this. We expect that all ads are ready to print when given to us. If you are not sure if your ad is created correctly, please follow the guidelines stated or contact Tra-Co Graphics for more information.

REMOVABLE MEDIA - FILE TRANSPORT

PDF and/or CD ROM are the most common acceptable media for sending electronic files for the Leadership Exchange Magazine. Send all PDF's and CD ROM's to the GLA ALA Vendor Liaison so they may view and submit billing. You should always send your files compressed in a Win zip File (PC Files) or Stuff it File (Macintosh Files). This way there is less chance of corruption.

For Questions Please Contact:
Tra-Co Graphics | tdragoo@mac.com
Phone: 626-487-0784