

Place Your Ad in the 2008 Puget Sound Area Safety Summit Directory!

The 2007 directory was a huge success thanks to your help! The directory serves as a valuable resource and placing an ad is a wonderful way to show your support of the free safety training offered at the summit. Don't miss this incredible opportunity to reach thousands of people in your industry. Same great rates as last year! Thanks for your support!

**Kathy Kimbel,
SMART Association, Executive Director**

Guidelines for Artwork

- Must look ***exactly*** as you want it to appear in the directory.
- All ads will appear in black and white; do not send color except for premium pages, as it does not copy well. We cannot accept artwork that bleeds to the top, bottom or sides.
- Acceptable formats include:

Macintosh:

Adobe Illustrator CS 2
Adobe Pagemaker 7.0
Adobe InDesign CS 2
Adobe PhotoShop CS 2
MacroMedia FreeHand 10

PC:

Adobe Illustrator CS2
Adobe Pagemaker 7.0
Adobe PhotoShop CS2
Adobe InDesign CS2
MacroMedia FreeHand 10

(All ads submitted must include all images* and fonts used to ensure the look you want)

(* Images must be a minimum of 300 dpi - internet images are only 72 dpi - See following sheet for samples)

Note: Files created using Microsoft applications such as Word and Publisher are acceptable. However they do tend to not work correctly. They rarely open the same from PC to PC and are RGB-based applications which are not compatible with standard CMYK or spot color printing. All ads are subject to the SMART Association board approval.

Not able to create an ad in one of these formats? Give us a call – we can help!

Rates

- \$250 -half page (4" high x 5" wide – submitted size)
- \$500 - full page (8" high x 5" wide – submitted size)
- \$1000 - color premium page; inside back cover, inside separators, as available (8" x 5" – submitted size)

2008 Directory Cover Contest – Win a Free Ad!

Do you have a great idea for the 2008 Summit Directory cover? Send us photos or artwork, using the above guidelines. If we choose your entry, you will win a free full page ad in the 2008 Directory, a \$500 value!! Entries must be received by October 19th, 2007.

PLEASE MAIL YOUR ARTWORK AND CHECK BY OCTOBER 19th, 2007.

- A proof of the ad will be sent for your approval prior to printing.
- Make checks payable to the **SMART Education Center** and mail to:
130 Nickerson Street #307, Seattle, WA 98109

We need to know your plans as soon as possible! If you have not already done so, please email us at education@smartwa.org or call Jennifer Calabrese at 206-812-3837. THANK YOU!