



# 23<sup>RD</sup> ANNUAL *Mother's Day Luncheon*

HONORED MOTHER

Leslie Person Ryan

REMEMBERED MOTHER

Lady Leslie Ridley-Tree



## Ad Sizes and Specifications

MOTHER'S DAY LUNCHEON PROGRAM DIMENSIONS 4.25" X 11"

### FULL PAGE COLOR AD

Ad size (visible): 4.25" wide x 11" tall  
Press-ready ad with bleed: 4.5" wide x 11.25" tall

### HALF PAGE COLOR AD

Ad size (visible): 4.25" wide x 5.5" tall  
Press-ready ad with bleed: 4.5" wide x 5.75" tall

### BLEED

Ads should be set up with 1/8" (0.125") bleed on all sides, extending beyond the visible ad dimensions

### LIVE AREA

Maintain a minimum of 1/4" (0.25") safety zone for text and critical graphic elements on all sides inside the visible ad dimensions

### FILE FORMAT

The preferred format for is PDF, created in Adobe Acrobat 4 or above, set in CMYK color profile at 300 DPI resolution.

Also accepted in:

- + InDesign 4 or above, packaged with fonts, linked assets, and press-ready PDF
- + EPS file created in Freehand, Illustrator, or InDesign with fonts converted to outlines, all linked assets included, and press-ready PDF

Ad may be in color or black and white.

### DEADLINE

**FINAL ARTWORK DUE APRIL 8, 2024**

Submit via email to [lailan.mcgrath@vna.health](mailto:lailan.mcgrath@vna.health)

### SPECIAL MESSAGE

If you do not wish to send artwork but would like to purchase an ad to send a message to our 2024 Honored Mother or Remembered Mother family, email your message to [lailan.mcgrath@vna.health](mailto:lailan.mcgrath@vna.health) and we will include your message as a standard ad in the program.

For more information, contact Lailan McGrath at (805) 690-6218 or [lailan.mcgrath@vna.health](mailto:lailan.mcgrath@vna.health)

