



Green Building Expo Program and Directory – 2007

Press Guidelines and Specs

Closing date: July 25th, 2007

Ad Specifications –full page, 1/2 page, 1/3 page

Trim size: 8.25 x 10.75 inches.

Colors: 4/4 Process color, CMYK, with soy-based inks

Printing Method and file setup: SWOP

Image Resolution: 300 dpi

Paper: Recycled paper with minimum of 30%-100% PCW, matte finish

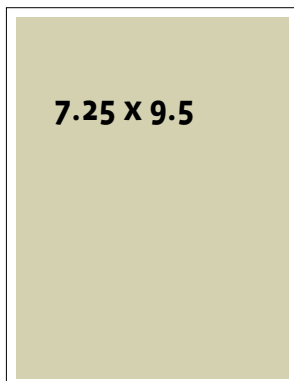
Acceptable file formats

PDF/X-1a is the preferred file format for all full page, half page and one-third page advertisements. **[See separate page for file requirements for Market Place ads]**. Ads should be built to 100% actual size for all ads. PDF files other than PDF/X-1a format will only be accepted if they meet stringent pre-press requirements, such as files created in Adobe InDesign CS, Mac format, with all placed images at 300 dpi resolution in Tiff or EPS format, CMYK (no RGB or PMS colors), with layers flattened and fonts converted to outlines. All images and photos should be at 100% size upon placement in InDesign.

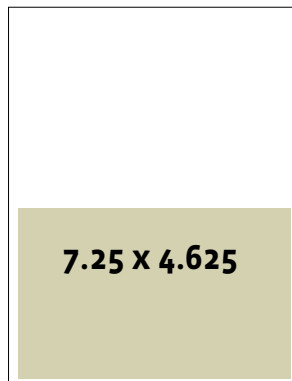
ALL FILES MUST BE ACCOMPANIED WITH A HARD COPY LASER OR COLOR PROOF.

Photos or images that are not press ready or that need retouching, color correction or file conversion will be returned to the advertiser for correction if time allows. **ADDITIONAL PRODUCTION WORK FOR MATERIALS THAT DO NOT MEET ADVERTISING SPECIFICATIONS WILL BE BILLED AT PREVAILING RATES. Take care to ensure that your files are correct before sending, there is a tight production schedule and there will not be time to make last minute file corrections. Files and advertisements that are not press ready risk going unpublished.** Advertisers who need assistance with digital file preparation or require professional design services to create advertisements may contact ecoLingo: earth friendly graphic design for assistance or referrals - see pg. 4.

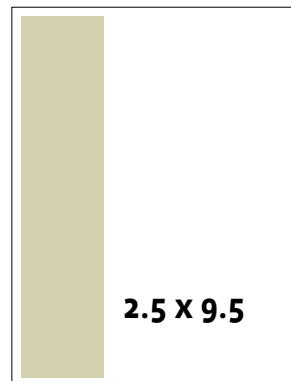
All Dimensions = per inches, width x height



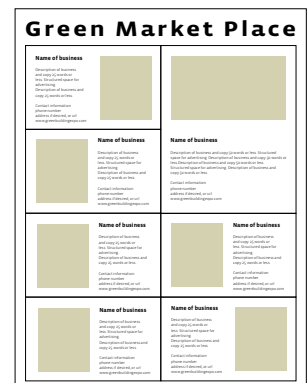
Full Page - \$1500.00
no bleed



1/2 page - \$800.00
no bleed



1/3 page - \$600.00
no bleed



1/4 page - \$400.00
1/8 page - \$200.00

see next page for specs

continued...

Green Market Place - new in 2007!



The Green Market Place is a new advertising section in the Green Building Expo's printed Program and Directory, offering eco-minded businesses the opportunity to reach a growing green customer base.

The Green Market Place provides a visually appealing, structured and pre-formatted "canvas" or background to showcase your business or product via a professionally designed grid. Simply provide a press ready image of your product or service, your proofread text and contact information via the specs on the following page.

<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/8 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size= 1.4375 x 1.75</p> </div> <p>Business Name</p> <p>Description of business or ad copy = 40 words or less, including the headline, text/copy and contact information.</p> <p>phone number: address if desired, or url instead (see sample below) www.greenbuildingexpo.com</p>	<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/4 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size = 3.125 x 1.75</p> </div>
<p>Business Name</p> <p>Headline, ad copy & contact info =40 words or less. Use a web address instead of a full contact address below—you'll drive visitors to your site and have more room for body copy or descriptive text here.</p> <p>web address:</p>	<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/8 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size= 1.4375 x 1.75</p> </div> <p>Business Name goes here</p> <p>Description of business or ad copy = 80 words or less, including headline, body copy and contact information. The Market Place provides a visually appealing "canvas" or background to showcase your ad or product, with the use of an effective and professional grid and consistent use of design and type. All you have to do is provide your press-ready photo and text! Description of business and copy 80 words or less.</p> <p>phone number: web address:</p>
<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/8 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size= 1.4375 x 1.75</p> </div> <p>Business Name</p> <p>Description of business or ad copy = 40 words or less, including the headline, text/copy and contact information.</p> <p>phone number: web address:</p>	<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/4 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size = 3.125 x 1.75</p> </div>
<p>Business Name</p> <p>Headline, ad copy & contact info =40 words or less. Use a web address instead of a full contact address below—you'll drive visitors to your site and have more room for body copy or descriptive text here.</p> <p>web address:</p>	<div style="background-color: #d9ead3; padding: 10px; margin-bottom: 10px;"> <p>1/8 page marketplace ad</p> <p>photo or logo here</p> <p>maximum size= 1.4375 x 1.75</p> </div> <p>Business Name goes here</p> <p>Description of business or ad copy = 80 words or less, including headline, body copy and contact information. The Market Place provides a visually appealing "canvas" or background to showcase your ad or product, with the use of an effective and professional grid and consistent use of design and type. All you have to do is provide your press-ready photo and text! Description of business and copy 80 words or less.</p> <p>phone number: web address:</p>

Green Market Place - continued: sample & specs

Sample of 1/8 ad
shown at actual size



ecoLingo: earth friendly graphic design

Award-winning, eco-conscious design for visionary businesses who share a caring commitment to the environment, good causes and the community.

phone: 602.908.0824
www.ecolingo.com

Market Place Ad Specifications – 1/8 page, 1/4 page. All Dimensions = per inches, width x height

Ad size

1/8 page horizontal

1/4 page vertical

Maximum Image/photo size

1.4375 x 1.75

3.125 x 1.75

Maximum Word Count

40 words

80 words

Text/copy requirements

Text cannot exceed maximum word count as stated above for ad size. The above word count includes your headline, descriptive body copy and contact details. ***Before sending, please spell check and proofread all text. Submissions or photos that do not meet the required digital file formats and word counts that exceed the maximum word count will be returned to the advertiser for correction if time allows OR your material may be edited at the discretion of the project manager and you, the advertiser, will be billed by ecoLingo for production time to make text edits and revisions.***

Please send all text via e-mail – either in the body of the e-mail or in an attached Word document.

ALL ADDITIONAL PRODUCTION WORK FOR MATERIALS THAT DO NOT MEET OUR SPECIFICATIONS WILL BE BILLED BY ECOLINGO AT PREVAILING RATES. ADVERTISERS ASSUME ALL LIABILITY AND ARE FINANCIALLY RESPONSIBLE FOR ALL PRODUCTION RATES INCURRED TO EDIT OR PREPARE FILES FOR PRESS.

Image/photo requirements: Refer to maximum image size as stated above.

Resolution: 300 dpi

Color Mode: CMYK

File format: EPS or TIFF *only*.


Use of Logo – you may place your logo in the prescribed photo/image area instead of using a photo, or you may place your logo within your photo/image area only, (not where body copy goes).

Photos/images and logos that are not press ready or that need retouching, color correction or file conversion will be returned to the advertiser to correct if timeline allows. [Gifs, jpegs or other file formats are NOT suitable for press].

Take care to ensure that your files are correct before sending, there is a tight production schedule and there will not be time to make last minute file corrections. Files and advertisements that are not press ready risk going unpublished.

continued...

Additional information & instructions

 **New in 2007!** Professional design services and ad design – eco-conscious graphic design by ecoLingo – Award winning designer and studio owner Dion Zuess of ecoLingo: earth friendly graphic design has been invited to art direct, design and manage the Green Building Expo's Program and Directory this year.

ecoLingo is one of the few graphic design businesses in the country that is dedicated to green design. Zuess provides eco-conscious design for visionary businesses who share a caring commitment to the environment, good causes and the community. Her studio goes beyond using forest friendly eco papers and low impact printing technologies, ecoLingo also fosters sustainable design methods and practices - (the studio's electronic design and publishing is powered by the sun and wind!)

If you should need assistance with digital file preparation, file conversion, retouching or color correction, please contact the designer at ecoLingo for assistance. You may also contact ecoLingo to arrange payment for professional design services related to your advertisements or to create new ads for publication in the Green Building Expo Program and Directory.

Deadline- 7.25.07

All materials must be received by no later than July 25th, 2007 in order to prepare the digital files for design, production, and pre-press, as well as to ensure adequate time for proofing, printing with soy inks and delivery. ***{Good things take time!}***
Thank you for respecting the production and printing timeline.

Liability

Advertiser assumes all liabilities with respect to the accurateness and appropriateness of materials, integrity of artwork and compatibility of supplied digital files and proofs. The Green Building Expo Committee and ecoLingo will not be responsible for ad reproductions if advertiser-supplied materials do not meet specifications for publication.

Submit files and laser or color proofs to:

Please provide your images and materials for the Green Marketplace via e-mail to studio@ecolingo.com. For files over 5 MB, please submit via CD rom or DVD.

ALL AD FILES MUST BE ACCOMPANIED WITH AN ACCURATE HARDCOPY PRINTED LASER OR COLOR PROOF and sent with digital files to the address below. Please label all files and digital proofs with Advertiser's name, contact person, contact phone and e-mail address. A checklist has been provided to assist you with file submissions. Please send a S.A.S.E. if disks must be returned.

ecoLingo: earth friendly graphic design

3104 E. Camelback Road, #536
Phoenix, Arizona 85016
www.ecolingo.com

Contact:

Questions? Contact Dion Zuess at ecoLingo: earth friendly graphic design
phone: 602.908.0824
e-mail: studio@ecolingo.com



continued...

Advertiser Checklist:



Please use Preflighting software for your ad and go through this checklist before submitting ads, photos and text for publication.

Take care to ensure that your files are correct before sending, there is a tight production schedule and there will not be time to make last minute file corrections. Files and advertisements that are not press ready risk going unpublished.

- All text and ad copy has been approved and proofread**
- The digital ad files match the ad sizes and press specs**
- All photos are high resolution, 300 dpi, CMYK, and saved at 100% of actual size, with file extensions of Tiff or Eps** (NOTE: Word® files, jpegs or gifs are not acceptable for press and will not be printed).
- All images have been cropped, sized, rotated, etc., in their native software programs**
- All fonts have been converted to outlines or curves. If sending native .INDD files, include all links and fonts (both printer and screen fonts).**
- All logos are scalable, vector-based artwork created in design software such as Adobe® Illustrator and saved as an .ai or .eps. All colors are set at CMYK (no PMS or RGB colors)**
- All original and support files have been included: photos, logos, scans, images and fonts**
- All images are saved in the proper format and extension, i.e., “Great_Logo.eps”**
- All final documents have been pre-flighted or scanned for viruses before sending**
- Full page, 1/2 or 1/3 ad sizes include original files and include exported version of PDF/x-1a format, CMYK with fonts embedded**
- An accurate, hardcopy printer laser or color proof has been included with the digital ad file and mailed to ecoLingo. If you are looking for precise color you must send a SWOP-certified color proof**
- I understand that I will be invoiced by ecoLingo for additional design or production time for materials that do not meet the advertising specs. This includes digital file preparation, file conversion, retouching, color correction, etc.**
- I have labeled all files and digital proofs with the Advertiser’s name, contact person, contact phone and e-mail address. {Do not send originals of your files or artwork. Please send a S.A.S.E. if disks must be returned.}**
- I’ve met the deadline! E-mail or Postmark all materials by 7.25.07. Send all files and proofs/printouts to: ecoLingo- 3104 E. Camelback Road, #536, Phoenix, Arizona 85016**