

61ST ANNUAL ADVERTISING HALL OF FAME INDUCTION CEREMONY

Commemorative Program Ad Specification Sheet

Ads in the Commemorative Luncheon Program

The commemorative luncheon program is distributed to all attendees at the luncheon which includes more than 750 top advertising, media and marketing executives. A copy of the 2009 program is available upon request.

This year's inductees include: **Roone Arledge** (1931-2002), former president, ABC Sports and former president & chairman, ABC News; **Roy Eaton**, former VP, music director, Benton & Bowles; **Pat Fallon**, chairman emeritus, Fallon Worldwide; **Bob James**, former chairman & CEO, McCann Erickson Worldwide; **Bill Lamar**, former CMO, McDonald's USA; **Gerry Laybourne**, founder, chairman & CEO, Oxygen Media, LLC; **Wally Snyder**, president emeritus, American Advertising Federation and **P&G**.

MECHANICAL REQUIREMENTS:

Full Page Trim Size:	8.5" x 11"
Full Page (bleed)	8.75" x 11.25"
Live Area	8" x 10.5"

Please include printer's marks for placement.

ACCEPTED MATERIALS:

A laser proof or match print must accompany your advertisement. If advertisement is sent electronically, laser proof or match print must be mailed or faxed to 202-898-0159.

Digital files must be supplied in one of the following formats:

- **High-resolution PDF**
- **Adobe Illustrator**
- **Adobe InDesign**

All native file submissions must include all necessary fonts. Only Mac fonts can be used. Any PC fonts used will be substituted at the discretion of the AAF. If submitting an Adobe Illustrator file, all fonts must be outlined.

- **All graphics must be 300 dpi or higher.**

PLEASE LABEL THE AD (OR ELECTRONIC FILE) WITH THE EVENT OR PUBLICATION NAME.

Space Reservations: March 1, 2010

Materials Due: March 4, 2010

Please send artwork to:

American Advertising Federation
Attn: Graphics Designer - AHOF
1101 Vermont Avenue NW, Suite 500
Washington, DC 20005-6306
phone: (800) 999-2231

For space reservation information contact:

Dee Dee Swartz, AAF events
phone: (800) 999-2231; (202) 371-2324
e-mail: dswartz@aaf.org