
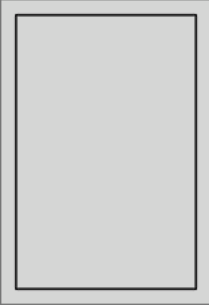
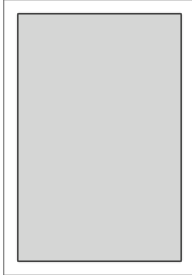
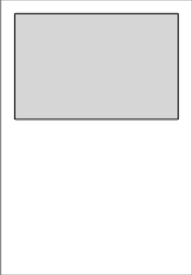


## 2008-2009 PACA Membership Directory Mechanical Specifications

### Directory Advertisement Sizes

<p><b>Full Page (Trim)</b> • 8.5 in x 5.25 in</p> 	<p><b>Full Page (Bleed)</b> • 8.625 in x 5.375 in • Bleed must exceed trim by 1/8 inch</p> 	<p><b>Full Page (Text)</b> • 8 in x 4.75 in • Safe type area</p> 	<p><b>Half Page</b> • 4.25 in x 5.25 in • Horizontal</p> 
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### Production Requirements

- Artwork will be accepted in any of the following formats:
  - **Adobe Acrobat PDF** - Supplied in HIGH RESOLUTION/PRESS READY format.
  - **Adobe InDesign / QuarkXPress** - Supplied using 'Collect For Output' or 'Package' function.
- Images will be accepted in any of the following formats:
  - **Adobe Illustrator / Photoshop / Macromedia Freehand** - Supplied as an EPS or TIFF and supplied at actual size. Images supplied at 300dpi. Line art supplied 1200dpi. Please have all fonts embedded or outlined.
- Ads must be Grayscale, any color ad will be converted with a default conversion.

### Submission Information & Deadlines

**Space Reservations (Received by):** **Friday, March 14, 2008**

Please send reservations & payment to: Cathy Aron, PACA Executive Director  
23046 Avenida de la Carlota, Suite 600  
Laguna Hills, CA 92653  
Email: [execdirector@pacaoffice.org](mailto:execdirector@pacaoffice.org)  
Phone: (714) 815-8427

**\*\*If two or more companies ask for the same ad space, a drawing will take place to determine the winner**

**Artwork Deadline & Payment Deadline (Received by):** **Monday, April 11, 2008**

**Mail Delivery** - Please ship all materials to: Cathy Aron, PACA Executive Director  
23046 Avenida de la Carlota, Suite 600  
Laguna Hills, CA 92653  
Email: [execdirector@pacaoffice.org](mailto:execdirector@pacaoffice.org)

**Electronic Delivery** - Please email materials to: [execdirector@pacaoffice.org](mailto:execdirector@pacaoffice.org)

\*Use Subject Line: **PACA Directory Ad Submission**

\*Do NOT email files exceeding 4MB. Materials exceeding 4MB must be sent via FTP or Regular Mail.

\*Please include complete contact information details in email.

**2008-2009 PACA Membership Directory  
ORDER FORM**

**Client Information**

COMPANY NAME: \_\_\_\_\_  
 ADDRESS LINE 1: \_\_\_\_\_  
 ADDRESS LINE 2: \_\_\_\_\_  
 CITY / STATE / ZIP: \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_

**Display Ad Size & Specs 20% Discount if you are a repeat advertisers**

<u>AD SPACE</u>	<u>SIZE &amp; SPECS</u>	<u>RATES</u>
HALF PAGE	4.25 INCHES X 5.25 INCHES, FULL COLOR	\$950.00 = _____
FULL PAGE	8.5 INCHES X 5.25 INCHES, FULL COLOR	\$1250.00 = _____
INSIDE FRONT COVER	8.5 INCHES X 5.25 INCHES, FULL COLOR	\$2800.00 = _____
INSIDE BACK COVER	8.5 INCHES X 5.25 INCHES, FULL COLOR	\$2800.00 = _____
BACK COVER	8.5 INCHES X 5.25 INCHES, FULL COLOR	\$4500.00 = _____

**Credit Card Payment Option**

Please sign below and fax this form back to: **949-282-5066**

**Signature**

**Date**

**We now accept MasterCard, VISA, and American Express!**  
 To select this option simply fill in the following information or call 714-815-8427

Circle one:      MasterCard      VISA      American Express

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Receipt?       Yes       No

