

# MONTEREY ROCK & ROD FESTIVAL

A Celebration of 50s and 60s Rock & Roll and Custom & Classic Cars  
Benefitting Gateway Center of Monterey County, a 501(c)3 non-profit organization



## PROGRAM PRINT AD SPECIFICATIONS

**FULL PAGE**  
5.5 x 8.5 with  
1/8" Bleed all sides  
Full Page, Non-Bleed: 4.5 x 7.5

**1/4 PAGE H**  
2 x 3.5

**1/2 PAGE H**  
4.5 x 3.5

AD SIZE	WIDTH x HEIGHT	RATE
Full Page Bleed	5.5 X 8.5	200.00
Full Page, Non-Bleed	4.5 X 7.5	175.00
1/2 Page	4.5 X 3.5	100.00
1/4 Page	2 X 3.5	70.00

Trim Size	5.5 X 8.5 (Bleed 1/8" all sides)
Live Area	4.5 X 7.5

**Please note: All ads are 4-color. If ad material supplied is not print-ready, additional production costs may be incurred and billed to advertiser.**

### MATERIAL REQUIREMENTS

#### Preferred File Format

High resolution PDF files are recommended. We also accept files in the following formats: Adobe Illustrator .eps; and high resolution Photoshop .tif or .jpg files. **If available, please "package" files to ensure all fonts, graphics and photos are included or create outlines of fonts.**

#### Image Resolution

All photos must have a resolution of 300 DPI at 100% of the print size. All ads must be CMYK (no RGB, Pantone, or spot colors).

#### Advertising Submission Guidelines

Ads may be sent via email to: [bob@weckergroup.com](mailto:bob@weckergroup.com)  
For files larger than 20mb please use Dropbox or Google Drive.

#### Advertising Submission Deadline

**Ads files are due by Wednesday, June 3, 2020**

*For more information about advertising in the program, call Terry Wecker at 831-649-0102*

#### Make checks payable to:

Gateway Center of Monterey County

#### Send to:

Terry Wecker  
457 Webster Street  
Monterey, CA 93940

*For information regarding advertising specifications and requirements, please contact:*

#### The Wecker Group

462 Webster Street / Suite 1  
Monterey, CA 93940  
TEL 831-372-8377

EMAIL [bob@weckergroup.com](mailto:bob@weckergroup.com)

[www.weckergroup.com](http://www.weckergroup.com)