



# Rio Grande Leather (RGL) 2010

## Advertising Form

October 15-17, 2010

[www.riograndeleather.org](http://www.riograndeleather.org)

Host Hotel is **Sandia Courtyard Hotel & Convention Center (formerly Howard Johnson)**  
10300 Hotel Avenue NE,  
Albuquerque, NM 87123  
Phone: 505-296-4852/Fax: 505-293-9072

Advertiser Name:

Mailing Address:

Phone:

E-Mail:



I will be attending RGL as a guest (Event Registration Form attached)



I will be attending RGL as a vendor (Vendor Registration Form attached)



I will not be attending RGL

### PROGRAM ADVERTISEMENTS

*(Program is 5.5" w x 8.5" h – Ad specs listed at bottom)*

**Program Ads** – black & white (sizes indicated)

- Full Page (5.125" w X 8.0" h) - \$160
- Half Page (5.125" w X 3.875" h) - \$80
- Quarter Page (2.5" w X 3.875" h) - \$50
- Name Listing Only - \$25

*(Sizes listed allow for ¼ inch margins and gutters between ads)*

**Cover Ads** – color full-page ads (5.25" w X 8.0" h) – **contact us before purchasing these ads because they go fast and may not be available.**

- Inside Front Cover - \$295
- Inside Back Cover - \$245
- Back Cover - \$245

**Hip-Pocket Event Schedule Ads** (2 available) - \$175

### ADVERTISING ART SPECIFICATIONS

- Ad Art Deadline: October 1, 2010
- Format: Minimum 300 DPI resolution (600 preferred) -.jpeg, .tif, .eps, .pdf **ONLY**
- **DO NOT SEND:** PSD, Corel Draw or Microsoft Publisher Files
- Delivery : E-Mail ad art to: [riograndeleather@aol.com](mailto:riograndeleather@aol.com)

**QUESTIONS TO:** Toni at [riograndeleather@aol.com](mailto:riograndeleather@aol.com)

Mail Ad Art (CD, DVD, physical art, thumb stick) to:

Rio Grande Leather  
PO Box 6916  
Albuquerque, NM 87197  
Attn: Advertising Art

● All ads must be no less than 300 dots per inch (dpi); 600 dpi is preferred. HINT: If you cannot save the ad at 300 dpi, then build the ad twice as large at 150 dpi and it will fit when reduced. **Anything submitted at 100 dpi or less will be returned.** Use at least 300 dpi artwork in your ad. This includes anything copied from the internet.

● Files should be done electronically and can be received in .jpeg, .tif, .eps or .pdf. Microsoft Publisher and Corel Draw files saved as Illustrator EPS CANNOT be accepted. Inside front and back cover are full page ads for the program and pocket directory.

● RGL can do your ad for \$50/hr. for black and white and \$75/hr for color. Contact Toni at [riograndeleather@aol.com](mailto:riograndeleather@aol.com)

**For RGL Use Only:** Form Received:

Payment Received:

Ad Received:

Ad Placed: Page \_\_\_\_\_

Copy Sent: