



SRPW
PO Box 1314
Meeker Colorado
81641
(970)878-9998

www.smokingriverpowwow.com

\$2500 - and up	Eagle Plume Sponsorship
\$1000 - \$2450	Gold Sponsorship
\$500 - \$950	Silver Sponsorship
\$100 - \$450	Bronze Sponsor

All donations will be recognized in the Smoking River Pow Wow's program and an advertisement in the Rio Blanco Herald Times newspaper.

Eagle Plume Sponsors will be recognized with:

- a prominent **logo display** in the **program (full page ad)**, on the **promotional poster** and in the **brochure** insert.
- a **link** from the Smoking River Pow Wow web site to the sponsor's web site
- announcement of sponsorship** at each Grand Entry
- a signed and numbered, limited-edition **commemorative print** of John Kobald's watercolor artwork of a Ute Dancer and/or a signed copy of the **2009 poster**.
- 2 VIP parking passes** and **reserved, shaded seats**
- 2 2009 t-shirts**

Gold Sponsors will be recognized with:

- a **half-page ad in the program**
- a signed and numbered, limited-edition **commemorative print** of John Kobald's watercolor artwork of a Ute Dancer and/or a signed copy of the **2009 poster**.
- 2 VIP parking passes**
- 2 2009 t-shirts**

Silver Sponsors will be recognized with:

- a **quarter-page ad in the program**
- a signed and numbered, limited-edition **commemorative print** of John Kobald's watercolor artwork of a Ute Dancer or a signed copy of the **2009 poster**.
- 1 2009 t-shirt**

Bronze Sponsors will receive a **business-card sized ad** in the program.

In order to receive recognition on the Smoking River Pow Wow promotional poster, sponsors must provide a written commitment and camera-ready logo copy to pow wow organizers no later than **July 15, 2009**. Sponsors wishing recognition in Smoking River Pow Wow's program must provide a written commitment and ads to pow wow organizers no later than August 28, 2009.

Smoking River Pow Wow operates under the Rio Blanco County Historical Society's 501(c)(3) non-profit status.

Sponsorship of a specific dance category will be offered on a first come, first served basis.

Ad Specifications

Materials required for advertising in Smoking River Pow Commemorative Program:

1. Deadline July 15, 2009 poster August 28, 2009 program

	width		height
2. Ad Dimensions (in inches):			
Full page (non-bleed)	7.75	x	10
1/2 page (horizontal)	7.75	x	5.0
1/2 page (vertical)	3.75	x	10
1/4 page (vertical)	2.5	x	4.875
Business Card (horizontal)	4.75	x	4.875

3. Printing

Web offset, four-color process, SWOP standards, perfect-bound.

Bleed Ads (keep live matter .25 inches from trim edge)

Full page & covers (trim size)	8.625 x 11.125
Two page spread (trim size)	16.375 x 10.875

4. Electronic File Submission Guidelines

Transfer Disk: Zip disk (100 MB) or CD; Windows format - Submit single version of ad - Create separate "backup" folder for alternate versions and/or backup materials.

Images: Resolution: CMYK and Grayscale - 300 dpi (min/max)
 B&W Bitmap - 1200 dpi (min/max)
 290% maximum density for 4-color (raster or vector)
 Crop and size all images for use in ad at 100%

File Format: Windows
 Photoshop TIFF (EPS if clipping path): no compression and no layers.

- Color Ads: CMYK, 300 dpi (min/max)
- B&W Ads with photos or screens: Grayscale, 300 dpi (min/max)
- B&W Ads, line art only: Bitmap, 1200 dpi (min/max)

Illustrator EPS (CS2 or earlier)

- Convert all elements, including fonts, to outline
- Embed all images, 300 dpi (min/max), CMYK(290% max. density) or Grayscale

PDF

CMYK, 300 dpi, all fonts and images embedded, no crop marks
or [click here](#) to download printer preferred PDF settings.

5. Ad Preparation Tips

- Bleed ads: Keep "live" elements (text, logos, etc.) at least 1/4" from trim edge of each page.
- Two-page spreads: Keep "live" elements 1/4" from each side of center gutter, i.e., crossover headlines.
- Use a two-color black (C40, K100) for large, flat black areas (backgrounds, large type, etc.).
- Screen-build colors - do not exceed 290% max. density (total of all CMYK percentages).
- Borders required on all fractional ads. No coupons, hyphens or broken borders.
- Choose ink densities for SPEKTA print process which produces very clean lights.

6. Delivery Procedures:

By hand or mail to 220 East Market Street, Meeker, CO 81641.

Hours are 7:45 a.m. to 4:30 p.m., Monday - Friday.

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