



2005 Gold Medal Award Dinner honoring

Carat ♦ Initiative ♦ MediaCom ♦ Mediaedge:cia ♦ MediaVest ♦ MindShare

OMD Worldwide ♦ Optimedia ♦ PHD ♦ Starcom Worldwide ♦ Universal McCann ♦ Zenith

Thursday, May 12, 2005 ~ The Waldorf=Astoria ~ Black Tie

Ad Deadline: Monday, April 18, 2005

Full Page Ad - Trim Size 8.5" x 11"

Bleeds: 8.75" x 11.25"

Non-Bleed: Live Area – 7.5" x 10"

Half Page Ad – 7.5" x 4.5" (horizontal)

Format – Submit digital Quark Xpress files in their native application. Be sure to include ALL PRINTER AND SCREEN FONTS and ALL PICTURE FILES (photos, illustrations, logos, etc. as tifs or .eps files). Also, please include a PRINT-OUT of the Ad in Color (for color ads) or B&W (for black & white ads).

All color images should be CMYK Hi-Resolution (300 dpi at actual size, no less than 200 dpi). B&W line art should be 600 to 1,200 dpi.

Ads created in other applications must be SAVED as a Hi-Res .eps with embedded fonts and images, to be imported into Quark Xpress. (*Therefore it is more preferable to create the ad in Quark Xpress.*) Please also include the original native application file and all fonts and picture files as described above. **DO NOT SUBMIT PDF files.**

Ads should be burned onto Mac compatible CD Rom (preferred), Zip Disk, DVD or Floppy Disk, and **CLEARLY LABELED** "IRTS Journal/(Name of Ad file)" with the Advertiser's Name, Contact Name and Phone Number. Send this digital media along with the print-out via FedEx, UPS or other **TRACKABLE** service to:

Randi Wolf Design

Attn: Randi Wolf

18 Cypress Court

Glassboro, NJ 08028 For technical questions, please call Randi Wolf at (856) 582-8181.

IMPORTANT: DO NOT SEND BY ANY METHOD WHERE A SIGNATURE IS REQUIRED. Instead, check and SIGN the SIGNATURE RELEASE BOX, allowing the package to be left at the location. **SAVE YOUR TRACKING NUMBER** as a way to confirm delivery.

For general questions or information, please call the IRTS office at (212) 867-6650, ext. 302