



Why advertise in the Essential Geek Girl Conference & Resource Handbook

- Get in front of up to 300 women
- Handbook will be posted online as PDF for download after the event
- Handbook will be used during and after the conference as a resource of information
- Full color ads on high quality gloss paper
- Support women in technology education and scholarships

Pricing

Ad Size	Price
1/8 page	\$55.00
1/4 page	\$125.00
1/2 page	\$195.00
3/4 page	\$250.00
Full page	\$300.00

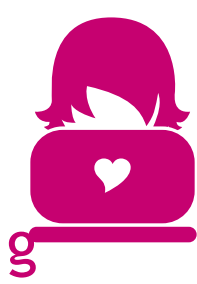
CAPE COD artwork due: February 19th, 2010

Make checks payable to: Geek Girl Camp

Mail to: P.O. Box 1829, North Falmouth, MA 02556

Email leslie@geekgirlcamp.com or call 1.866.933.3218 with any questions.

www.geekgirlcamp.com



geek girl

Empowering women through technology, one Geek Girl at a time.

Ad Requirements

Accepted File Formats

- Artwork may be submitted as PDF, EPS, TIFF or JPEG.
- Flatten transparency in PDF files (PDFX-1a will automatically flatten and convert to CMYK)
- All ads must be provided at 300 ppi or higher. Artwork with resolution less than 300 ppi may print with jagged or blurred edges. (Interpolating image size from 72 ppi to 300 ppi does not constitute a high resolution image and will result in a low quality image)

File Setup

- Setup artwork to ad size.
- Full page, full bleed ads must include crop marks and 1/8" bleed for print along all edges.
- Do not use crop marks for ads without bleeds.

Color

- Ads will be printed digitally.
- Leave PMS colors as spot colors for the best output.
- Color matching: we cannot guarantee color matching to spot colors. Due to variances in color management, artwork may print differently than it appears on your monitor. Our goal is to provide realistic color output.
- CMYK and RGB images are acceptable. NOTE: Many RGB colors cannot be reproduced in CMYK and greater color shifts can be seen. For more predictable color, convert to CMYK.

Fonts

- Convert to outlines if possible.
- Bold & Italic: ensure that your printer font has these styles built in before you use bold and/or italic from your program's style menu.

Professional Design Services

If you would like to place an ad, but don't have the resources to submit one yourself, our special Geek Girl designers can create one for you. You will receive a PDF proof for approval prior to printing and can send your logo, pictures and copy for use in the ad. Pricing \$100/hour with a minimum charge of \$75 in addition to the price of your ad. Please contact Susan Bloom at susan@geekgirlcamp.com for a list of designers we work with on design services.



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This block represents a page layout for advertising. It features a vertical column of pink diagonal lines on the left side, with the word "BINDING" written vertically in grey capital letters. The main area is divided into three horizontal sections of grey boxes. The top section contains two smaller boxes side-by-side. The middle section contains one larger box. The bottom section contains one very large box.

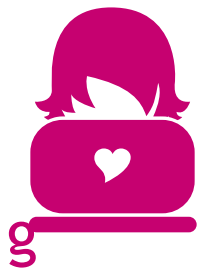
Eighth Page Ad
2.125 x 1.875 inches

Eighth Page Ad
2.125 x 1.875 inches

Quarter Page Ad
4.5 x 1.875 inches

Half Page Ad
4.5 x 3.9145 inches

BINDING



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A diagram of a page layout enclosed in a black border. On the left side, there is a vertical binding area represented by a series of slanted pink lines. The word "BINDING" is written vertically in grey, bold, uppercase letters within this area. The main body of the page is divided into two horizontal grey rectangular sections. The top section is smaller and contains the text "Quarter Page Ad" and "4.5 x 1.875 inches". The bottom section is larger and contains the text "Three-Quarter Page Ad" and "4.5 x 5.9583 inches".

BINDING

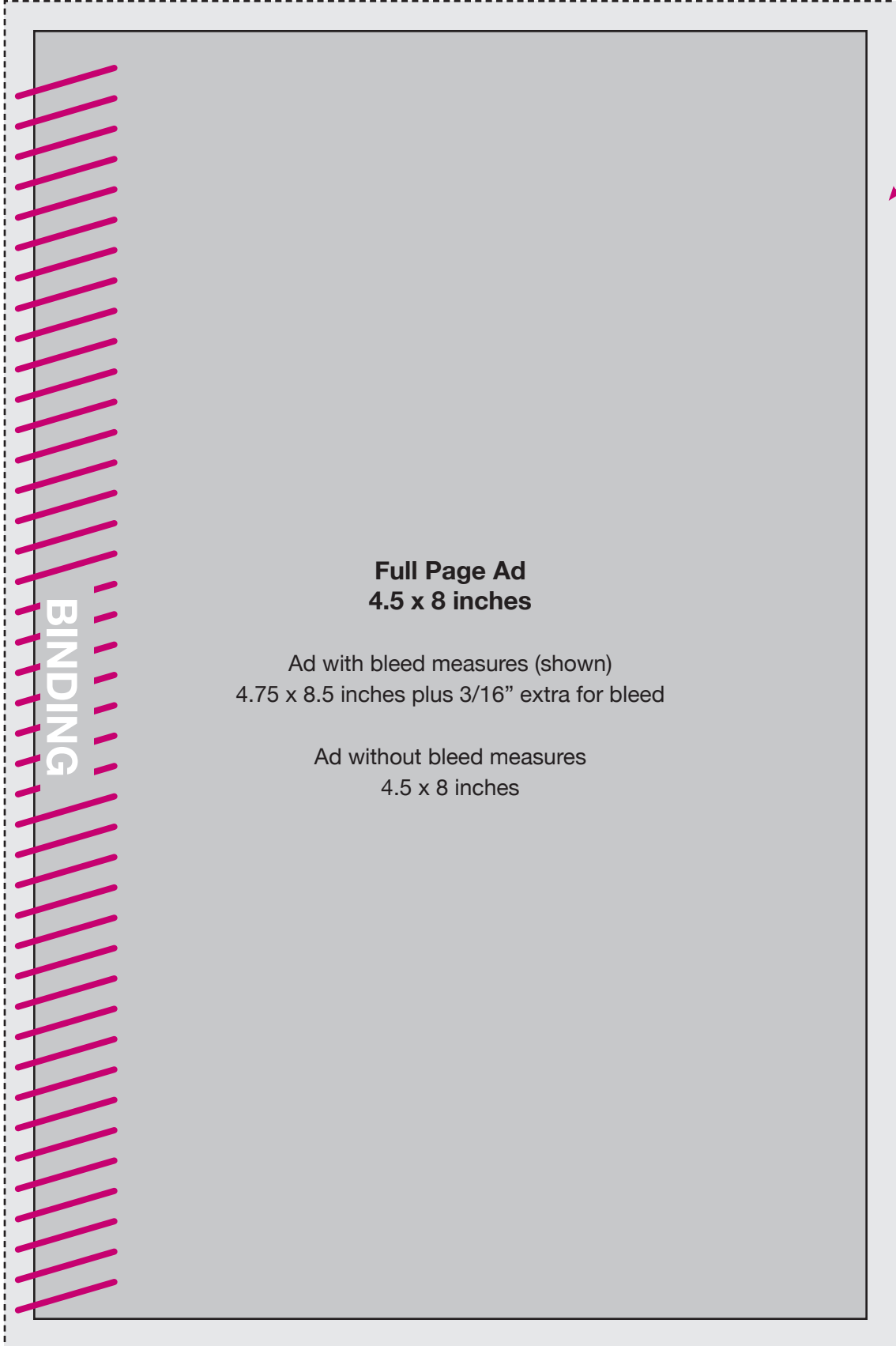
Quarter Page Ad
4.5 x 1.875 inches

Three-Quarter Page Ad
4.5 x 5.9583 inches



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**Full Page Ad
4.5 x 8 inches**

Ad with bleed measures (shown)
4.75 x 8.5 inches plus 3/16" extra for bleed

Ad without bleed measures
4.5 x 8 inches

Include
3/16" Bleed
for artwork
going to the
edge of the
page.

Art without
bleed will be
reduced to
fit within
4.5 x 8