

BOULDER COUNTY'S
EAT LOCAL!
RESOURCE GUIDE & DIRECTORY

PRINT AND ONLINE GUIDE AD SPECS

PAGE 1 GENERAL PRINT AD SPECS

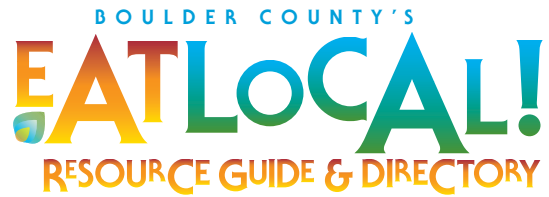
PAGE 2 ONLINE AD SPECS & REQUIRED ASSETS

Quarter-page Ad

3.687 wide x 4.812 high

Advertisers in Past Editions:

Brock Publishing	Eugene Malowany, Creative Director
14th Street Grill	Bella Energy
The Organic Dish	KGNU Community Radio
Slow Food Boulder	Boulder Independent Business Alliance (BIBA)
Naturally Boulder Days	EarthWorks Expo
The Stones Cup Cafe	ReDirect Guide
Mountain Pride Connections	Indra's Net
The Kitchen	Laudisio Restaurant
Rudi's Organic Bakery	Sue Frederick, Career Intuitive
Colorado Proud	Harlequin's Gardens
The Greenbriar	SkillShare
Boulder Sustainable Education Center	KUNC Community Radio
Originality Design	



GENERAL PRINT AD SPECS

The Publication Trim Size is 8.25" x 10.5" NO Bleed Ads.

Eighth-page Ad

3.687 wide x 2.342 high

Advertisers in Past Editions:

Colorado Best Beef
Rebecca's Herbal Apothecary
Arugula Bar & Ristorante
Abbondanza
Elephant Journal

Half-page Ad

7.5 wide x 4.812 high

Advertisers in Past Editions:

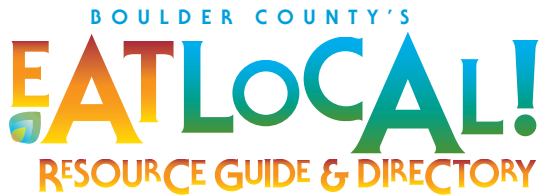
McGuckin's Hardware
Xcel Energy
eGo Carshare
EcoScape Environmental Design

Full-page Ad

7.5 wide x 9.75 high

Advertisers in Past Editions:

Whole Foods
Jax Fish House
University of Colorado
Daily Times-Call
Boulder Valley Appliance
Boulder County Housing &
Human Services
Boulder Farmers' Market
Longmont Farmers' Market



ONLINE AD SPECS & ASSETS

Eat Local! Resource Guide – Online Advertising

Sidebar Ad

The six (6) months of free online advertising pertains to EatLocalGuide.com only. Ads will be rotated in a frequency proportionate to the ad size.

EatLocalGuide.com:

180 px wide x 90 px tall / 144 dpi (GIF, JPEG, or PNG)

Advertising in our new online publication, the Colorado Edition of Transition Times (Transition-Times.com), can be negotiated.

Transition-Times.com:

164 px wide x 82 px tall / 144 dpi (GIF, JPEG, or PNG)

Please make sure your ad will display effectively at the target size before submitting it to us. Larger ads will usually need to be redesigned to work well.

Online Ad Page (Floating Ad)

Clicking on your Sidebar Ad will dim the website content and display your ad page in a 500 px x 500 px floating window centered on the page.

There are **Two Options** for this window:

(1) Use our Ad Template

We place your Company Assets* into a well-designed ad template.

(2) Use a Custom-designed Ad

Send us a 500 px x 500 px ad, either graphic (GIF, JPEG, or PNG) or pre-worked HTML layout, and we will include that instead.

Website Link

Please provide the web address where you would like people to be taken when they click on your Ad Page.

Company Assets (required)*

Additionally, we ask that all campaign sponsors, community partners, and advertisers submit the following:

Logo

- (1) Please submit a print-quality, high-resolution (300 dpi) company logo: EPS (preferred) or high-res TIFF
- (2) Please Submit an online version of your company logo (200 px x 200 px at 144 dpi) for inclusion in our web pages (GIF, JPEG, or PNG).

Contact Information

For publishing purposes, please provide the following:

- Name you display to the public
- Complete Address
- Phone Number
- eMail Address
- Website URL
- Company Hours (if relevant)

For administrative /billing purposes, provide the following:

- Official Company Name
- Contact Person and Title
- Mailing Address
- Phone Number
- eMail Address

Description

Please submit a short description (< 25 words) and a long description (< 250 words) of your company/organization.

Graphic Design Assistance

If you need help creating your print or online ads, please contact our designer:

- Gene Malowany of Malowany Associates
- 303-786-7404 Office
- 720-352-1396 Cell
- malowany@comcast.net
- www.TheWorksOfEugene.com