

# Material Specs 2022

## Martin Luther King Program Guide Ad Specs

MATERIALS DEADLINE:

**AD MATERIALS AND LOGOS DUE: 1/19/2022**

IMPORTANT MESSAGE:

The following specifications are for AD MATERIALS in the Martin Luther King Program Guide only.

PRODUCTION CONTACT:

Please email materials and address questions concerning material, inserts, and material specifications to:

**PRODUCTION MANAGER**  
**production@alcalaypr.com**  
Phone 916.925.5080

FILES & FORMATS:

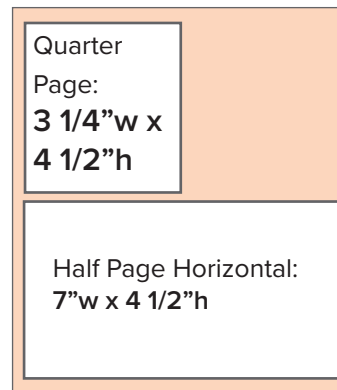
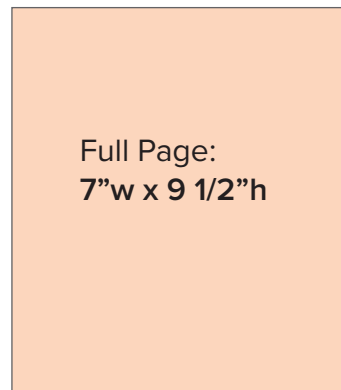
For optimum reproduction, please adhere to the following material specifications:

- High Resolution PDF
- All ads and logos are in FULL COLOR
- Logos should be vector based eps files, 250 dpi, 2" minimum

AD SIZES:

*I have A Dream Presenting Sponsor*  
Two Full Pages  
*Civil Rights Act of 1964 Platinum Sponsor*  
Full Page

*Dr. Dorothy & Jerry Enomoto Found Sponsor*  
Full Page  
*Freedom Rider Sponsor - Half Page*  
*Community Builder - Quarter Page*



NOTES:

All sizes are given in inches. Diagrams indicate size only, not positioning. Partial ads may be combined on a single page.