

2022 Mayor and Council Breakfast

Thursday, September 22, 2022

Event Sponsor Ad Specs

SPONSORSHIP LOGO REQUIREMENTS

In order to ensure the highest display quality of your company logo, please follow the below guidelines.

- File type should be vector format (Adobe Illustrator .ai, .eps or .pdf) only
- Fonts must be converted to outlines

Why Vector?

Vector logos can be resized up or down and will always retain their fidelity and sharpness, whereas bitmap logos, such as .jpg and .gif files, cannot be resized without affecting the sharpness of their edges.

SPONSORSHIP ADVERTISEMENT REQUIREMENTS

Sponsors receive a program ad with their sponsorship. Attendees will receive a complementary event program upon arrival.

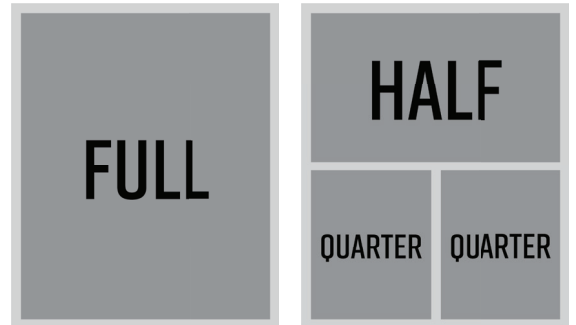
Advertising Space Options – Dimensions displayed in width x height (inches)

Full page 6.5 x 8

Half Page 6.5 x 3.875

Quarter Page.....3.125 x 3.875

- Sizes are exact; do not add a bleed to artwork
- Files should be at least 300 dpi and must be sized at 100%
- Ads need to be CMYK
- Ads must be sent print ready; color proofs will not be provided
- **Acceptable file formats:** .jpg or Adobe Acrobat .pdf (Include all images and embed all fonts in your .pdf, all license restricted fonts must be outlined)



LOGO & ADVERTISEMENT SUBMISSIONS

- Send to Isol Morales at imorales@ScottsdaleAZ.gov
 - All logos and advertisements need to be submitted by **Friday, August 26, 2022**
 - All ads must be approved by Mayor’s Office
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For additional information, please contact Isol Morales at 480-312-2466 or imorales@ScottsdaleAZ.gov.