



## Advertising Specifications

### Printing

Sheet Fed (SWOP)  
Saddle Stitch  
Program trim size 11" x 8.5"  
(Folded size 5.5" x 8.5")

### Artwork Specifications

Digital files must be submitted to meet the following specifications: High resolution PDF with fonts embedded, TIFF, EPS or JPEG files. EPS must have all fonts converted to outlines. All files must be accompanied by a printed proof. Images must be 300dpi.

The final printed ad will be based on industry standard best practices to achieve as accurate color as possible from

the supplied digital file. Any supplied proof is for content and not color.

### Colors

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles). All PMS colors MUST be converted to CMYK before submission.

### Safety & Live Area

The Revivus Program is full bleed. There is no additional charge for full bleed ads. Keep live matter 3/8" from edges.

### Fonts

All fonts MUST be embedded. No True Type fonts. Minimum

knockout type should be 8 pt.

### Center Gutter Safety

3/8" on each side (total 3/4"). Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

### Copy Regulations

Digital ads must be submitted as specified. Advertorial word count to fit within ad space specifications. Copy changes must be received in writing by the Ad Closing Date.

### Ad Prep Service

Your ad can be prepared by our professional designer at a rate of \$75.00 per ad.

## Advertising Agreement

Cancellation of any ad placement will only be accepted upon written notice and no less than 14 days of Publication Date.

Revivus, Inc. reserves the right to reject any advertising. Advertisers indemnify, defend and hold harmless Revivus and its representatives from any suits, claims, loss or expense based on contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, arising from the ad placement of an advertiser. Revivus, Inc. shall have the right to hold advertiser and/or its agent liable for any legal action arising from the aforementioned.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce Revivus, Inc. to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and hold harmless Revivus, Inc. and its representatives against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

## Contacts

**Tony Palacio**  
Palace New Media  
Advertising Agency  
6479 Penn St #B  
Moorpark, CA 93021  
Phone: 805-518-1182  
Email: Tony@palacenewmedia.com

**Thu Meyers**  
General Ad Sales  
Phone: 805-624-2236  
Email: RichardThu@roadrunner.com

**Lisa Schimmel**  
General Ad Sales  
Phone: 805-501-8960  
Email: Lisa@revivus.org



advertising kit | 2017

# welcome



**Colton Dixon**  
Featured artist at Revivus 2015

The Official Revivus Event Program is put together to reach an event audience of approximately 5000 attendees to our annual Summer Outreach Concert Event featuring award-winning musical artists, vendors, and kids activities. This event draws families and individuals ranging in age from 5 to 55+ years old, representing a diverse market. Every single person in attendance will be personally handed an official program to keep with them well beyond the event date. Your ad has the potential to reach thousands of potential customers at a very cost effective rate. Your ad is also a generous donation to the ministry of Revivus, a California non-profit 501(c)(3) organization. You will be helping to make a difference in the lives of troubled youth struggling with the grip of addiction. A portion of all proceeds goes to Teen Challenge. Learn more at [www.teenchallenge.org](http://www.teenchallenge.org).



PHOTO CREDITS: Wendy Aguirre, Studio Wende ÉI

## 2016 Deadlines and Closing Dates

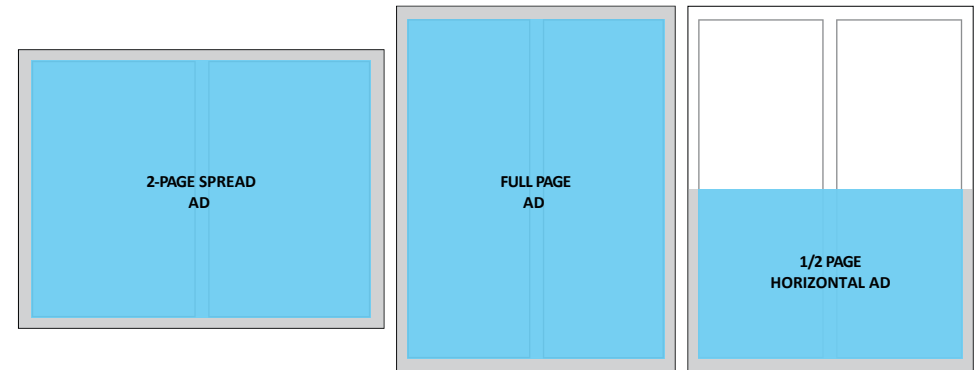
AD CLOSING DATE	PRINTING DATE	ISSUE DATE
JUNE 23	JULY 14	AUGUST 5

REVIVUS Event Program is published 1 time a year.

# advertising

## Advertising Specifications

AD SIZE (INCHES)	ACTUAL AD SIZE (W X H)	BLEED SIZE	LIVE AREA
2 PAGE SPREAD (BLEED)	11" X 8.5"	11.25" X 8.75"	10.25" X 7.75"
2 PAGE SPREAD	10.25" X 7.75"	N/A	10.25" X 7.75"
FULL PAGE (BLEED)	5.5" X 8.5"	5.75" X 8.75"	4.75" X 7.75"
FULL PAGE	4.75" X 7.75"	N/A	4.75" X 7.75"
1/2 PAGE HORIZONTAL (BLEED)	5.5" X 4.125"	5.625" X 4.25"	4.75" X 3.75"
1/2 PAGE HORIZONTAL	4.75" X 3.75"	N/A	4.75" X 3.75"
BUSINESS LISTING (TEXT ONLY)	1.375" X 1"	N/A	N/A



Illustrates non-bleed area
  Illustrates bleed area
 3/8-inch gutter around all trim edges
3/4-inch center gutter

AD SIZE	FOUR COLOR AD	ADVERTORIAL AVAILABILITY
2 PAGE SPREAD (CENTER OF PROGRAM)*	\$400.00	YES
2 PAGE SPREAD	\$300.00	YES
FULL PAGE INSIDE FRONT**	\$250.00	YES
FULL PAGE INSIDE BACK**	\$200.00	YES
FULL PAGE	\$150.00	YES
1/2 PAGE HORIZONTAL	\$100.00	NO
BUSINESS LISTING (TEXT ONLY, B/W)	\$25.00	NO

\*One available spot, first come first served  
\*\*Two available spots, first come first served

# REVIVUS

23 WEST EASY STREET, SUITE 204  
SIMI VALLEY, CA 93065  
TEL: 844-738-4863  
WWW.REVIVUS.ORG  
EMAIL: INFO@REVIVUS.ORG

## Advertising Agreement and Insertion Order

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DATE:

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ADVERTISER:

---

ADDRESS:

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PHONE:

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E-MAIL:

---

CONTACT:

---

SIZE OF ADVERTISEMENT:

---

CLIENT SUPPLYING PDF (YES OR NO):

DATE CLIENT TO PROVIDE PDF BY:

---

DOES CLIENT NEED AD DESIGNED (YES OR NO):

DATE CLIENT TO PROVIDE ARTWORK BY:

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ADVERTISING SPACE RATE: \$

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CREATIVE IN-HOUSE DESIGN FEE (IF APPLICABLE): \$

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SPECIAL INSTRUCTIONS:

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TOTAL COST: \$

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Please make check payable to: **Revivus Ministries**

Approval of an advertisement is subject to the Publisher's discretion. The Publisher cannot be held responsible for any losses, claims or legal action for liable, plagiarism, copyright infringement or the unauthorized use of names and photographs. Changes and editing to an original advertisement submitted may be subject to additional charges. Advertisers must submit e-mailed approval of an advertisement that is being designed by our in-house design team. Failure to provide approval before program goes into publication will not alter contractual payment or the advertiser's obligations. The Publisher cannot be held responsible for any errors and omissions that were the advertiser's responsibility to proof before going to press.

The undersigned acknowledges the terms and conditions for advertising placement in this publication:

AUTHORIZED SIGNATURE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

SALESPERSON \_\_\_\_\_