

28th Annual  
Scholarship **Benefit**  
Fashion Show &

Saturday, May 8, 2010 at 7 pm  
The Beverly Hilton



**TRIBUTE JOURNAL  
ADVERTISEMENT  
PLEDGE AND  
GIFT FORM**

A beautifully designed Tribute Journal will be produced to commemorate the 28th year of this event and to celebrate the honorees, students and friends of Otis College of Art and Design.

**BILLING INFORMATION**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**Contact Information (if different than billing)**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

**Payment Information**

I cannot attend but would like to make a tax-deductible gift to Otis' Scholarship Fund to help deserving students in the amount of \$ \_\_\_\_\_

I have enclosed a check (made payable to Otis College of Art and Design) in the amount of \$ \_\_\_\_\_

Please charge my:  Mastercard  Visa

Number \_\_\_\_\_ Exp \_\_\_\_\_

Signature \_\_\_\_\_

**Bill me later.** Payment will be from (please check circle and write in name if different from above):

Individual \_\_\_\_\_  Company \_\_\_\_\_

This form has been sent at the request of \_\_\_\_\_

**I would like to support Otis and the 2010 honorees by purchasing a:**

- \$10,000 Diamond Spread Ad**  
(Double spread, 4.5 x 7 inch per page trim size)
- \$5,000 Platinum Full-Page Ad**  
(4.5 x 7 inch trim size)
- \$2,500 Gold Full-Page Ad**  
(4.5 x 7 inch trim size)
- \$1,500 Silver Half-Page Ad**  
(4.5 x 3.325 inch trim size)
- \$1,000 Bronze Quarter-Page Ad**  
(2.125 x 3.325 inch trim size)
- \$500 Friends Listing**

**The deadline for orders, artwork and/or ad copy is April 12, 2010.**

Advertising copy for the Journal is requested in the form of congratulatory messages, dedications and/or formatted advertisements. Ads are printed in color. Please see Art and Advertising Submission Specifications on the reverse side.

**Ad Message:**

(If you plan to submit a message only ad (no art or logo), write your copy below and we will format for you.)

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**Send Ad Form and Payment To**  
 Otis College of Art and Design  
 Attn: Heather Schraeder, Institutional Advancement  
 1700 East Walnut Ave., Ste. 650, El Segundo, CA 90245  
 Phone: (310) 665-6858 Fax: (310) 215-3886

Thank you for supporting Otis College of Art and Design.  
 Contributions are tax-deductible to the extent of the law. Tax ID # 13-2981115.

# ART AND ADVERTISING SUBMISSION SPECIFICATIONS

Please use the following guidelines for submitting logos/ads/artwork to be included in the Tribute Journal. All artwork must meet these guidelines to ensure inclusion in the Journal.

**Important:** We will need two versions of the ad. One version for left-hand placement with the right 1.5" kept clear of important copy for binding and another version for right-hand placement with the left 1.5" kept clear of important copy for binding.

## FILE SUBMISSION:

### LOGOS

All logos must be in black and white (no gray).

Logos should be no smaller than 2 x 2" or 700 x 700 pixels

#### Preferred formats:

- >> **pdf**—cmyk or black only. Press quality for high resolution printing
- >> **Ai or eps**—cmyk or black only. All fonts outlined
- >> **tif**—cmyk or black only. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).

#### Acceptable format:

- >> **jpeg**—black only, saved as best quality compression. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).

### ADS/ARTWORK

**Gold Full-Page** (4.5 x 7 inch trim size)

**Silver Half-Page** (4.5 x 3.325 inch trim size)

**Bronze Quarter-Page** (2.125 x 3.325 inch trim size)

#### \$500 Friends Listing

Bleeds require artwork to extend 1/8" beyond trim size on all sides

Files should be supplied at 100%

All fonts should be outlined and/or attached

All Photoshop files should be supplied flattened in eps or tif format

#### Preferred format:

- >> **pdf**—cmyk or black only. Press Quality for high resolution printing
- >> **tif**—cmyk or black only. 350 dpi preferred (no less than 300 dpi)

#### Acceptable format:

- >> **jpeg**—black only, saved as best quality compression. 350 dpi preferred (no less than 300 dpi @ 2 x 2" or 600 x 600 pixels).
- >> **Ai or eps**—cmyk or black only. All fonts outlined

## PLEASE SEND MATERIALS TO

All materials (logos, ads, and artwork) may be emailed (Otis email can accept files up to 5MG. If your file is larger, you may send it via [yousendit.com](mailto:yousendit.com) or [sendspace.com](mailto:sendspace.com)) or mailed on a CD/DVD to:

Otis College of Art and Design

Heather Schraeder, Director of Special Events

Institutional Advancement

1700 East Walnut Ave., Ste. 650, Los Angeles, California 90245

Phone: (310) 665-6858 Fax: (310) 215-3886

Email: [hschraeder@otis.edu](mailto:hschraeder@otis.edu)

Thank you for your support of Otis College of Art and Design!