

Proudly Present

Founding Sponsor:



Gold Sponsor:

AKRON BEACON JOURNAL

Presenting Sponsor:



Media Sponsor:



4th Annual



Publication & Event Advertising

Recognizing Tomorrow's Leaders Today

The 4th Annual **30 for the Future** publication and event recognizes 30 Young Professionals (ages 25-39) who live and/or work in the Greater Akron Region, are trendsetters in their industries and make an impact on the region through leadership, entrepreneurship, or community service.

The Publication

Print:

- Total Distribution: 40,500.
- The **30 for the Future** publication (35,000 copies) will be delivered with the *Akron Beacon Journal* to Greater Akron Professionals at home and at work.
- 500 will be distributed as the official program for the September 13th recognition event at the Akron Civic Theatre.
- 2,000 will be direct mailed by the Greater Akron Chamber to their members.
- 3,000 will be hand-delivered to Young Professional hotspots in the 3 county area.

Electronic:

- Fully interactive web publication available on-line and promoted by e-blasts.
- Sponsor and advertiser websites will be linked to the electronic publication.
- Publication promoted on **ohio.com** (website of the *Akron Beacon Journal*).

30 for the Future trendsetters represent the following fields:

- Arts/Entertainment*
- Business Services*
- Corporate*
- Education*
- Entrepreneurship*
- Environment*
- Finance*
- Government*
- Healthcare*
- Hospitality/Tourism*
- Law*
- Manufacturing/Industry*
- Marketing/Communications*
- Non-Profit*
- Retail*
- Social Service*
- Technology*

Advertising rates:

	Color	B/W
Full page	\$3,000	\$2,700
1/2 page	\$2,000	\$1,800
1/3 page	\$1,500	\$1,300
1/4 page	\$1,000	\$900
1/6 page	\$ 700	\$600

Mechanical requirements:

	Width	Height		Width	Height
Full page (trim)	.8	x 10-7/8	1/3 square	.4-5/8	x 4-7/8
Full page (with bleed)	.8-1/4	x 11-1/8	1/3 vertical	.2-1/4	x 10
Full page (live area)	.7	x 10	1/4 page	.3-3/8	x 4-7/8
1/2 horizontal	.7	x 4-7/8	1/6 horizontal	.4-5/8	x 2-3/8
1/2 vertical	.4-5/8	x 7-3/8	1/6 vertical	.2-1/4	x 4-7/8

Space reservations: August 6, 2010
Materials deadline: August 13, 2010

Contact: Gail Kerzner for advertising and sponsorship opportunities
 Phone 216-272-1111 • fax 216-721-2525 • gkerzner@LPCpub.com



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Sponsorship Matrix

Benefits	Founding Sponsor \$6,000	Presenting Sponsor \$5,000	Gold Sponsor \$3,500	Silver Sponsor \$1,500
Enhanced sponsor package with 4-color ad in <i>30 for the Future</i> publication	Full page	1/2 page	1/3 page	1/4 page
Presentation of recipients including event video/stage presentation	X	X		
Named sponsor identification in Greater Akron Chamber's Save the Date notice if confirmed by May 15	X	X		
Sponsor identification on event invitation if confirmed by June 25	X with logo	X with logo	X with logo	
Sponsor identification on event program if confirmed by August 6	X	X	X	
Named sponsor mention in all press releases before and after the event	X	X	X	
Logo identification in PowerPoint/video presentation shown during event	X	X	X	X
Logo and named sponsor identification in the <i>30 for the Future</i> publication if confirmed by August 6	X	X	X	X
Distribution of collateral/gift at event	X	X		
Named recognition on Greater Akron Chamber website event section	X	X		
Named recognition in promotional ads in local and regional publications TBD	X	X		
8 tickets	X	X	X	
4 tickets				X
Name recognition in event program	X	X	X	X
Interview on-air with The Summit 91.3 and select <i>30 for the Future</i> recipients	X	X		

Final Sponsorship Deadline: August 6, 2010

Contact: Gail Kerzner, Phone 216-272-1111 • fax 216-721-2525 • gkerzner@LPCpub.com

LPC Publishing Company, 2026 Murray Hill Rd., Suite 103, Cleveland, Ohio 44106 • 216-721-1800

Client-Supplied Material Specifications



Please refer to the following guidelines when submitting ad materials for the **30 for the Future** publication.

Files

Preferred Format: PDF files are preferred. Please create your pdf using press/high-quality/high-resolution settings. All fonts must be embedded properly, without subsetting. All color images must be CMYK.

Bleed: Include bleed (at least 1/8 inch on each side) and crop marks on all full page ads. All crops, registration and slug information must be positioned OUTSIDE the bleed area. It is recommend that all vital ad elements are kept a safety margin of 1/4 inch in from page edges.

Note: Microsoft Word, Publisher, PowerPoint and Excel files cannot be accepted. These files are not print layout files and do not translate to high-end print production.

Fonts

Use only PostScript and Open Type fonts, if you are providing native files and fonts. If TrueType fonts are supplied with your ad we may need to substitute fonts. We support Adobe and Bitstream type libraries.

Ads submitted using Illustrator and Freehand must have fonts converted to outlines or paths to eliminate the need for supplying or substituting fonts.

Images & Scans

All images should be compatible with Photoshop 10. Black-and-white photos should be scanned at 300 dpi grayscale. 4-color images should be scanned at 300 dpi as CMYK. RGB, Pantone (spot), and Lab color images will be converted to CMYK, and some color distortion may occur. JPEGs will be converted to TIFFs.

Scan your photograph or transparency as close to the actual reproduction size as possible.

Photographs, digital images and copy in Word format may be submitted for studio work. Final reproduction quality is contingent on sharpness of artwork furnished. Images scanned from preprinted pieces, such as catalogs, brochures or newspapers may tend to print more distorted and of lower quality than scans of original photographs, transparencies or slides.

Color

We do not support Pantone (spot color) printing. Two-color and three-color ads must be produced in CMYK. Ads containing RGB, Pantone (spot), or Lab colors will be converted to CMYK, and some color distortion may occur.

Matching 4-color process proofs: Because of differences in equipment, paper and inks, imposition color conflicts and other conditions between proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job may occur and will constitute acceptable delivery.

Hard copy proof must be supplied on all four-color advertising. Publisher assumes no liability if proof is not provided.

Client Approvals

Ads requiring alterations will be submitted for client approval. Clients will be asked to confirm no communication or technical errors have occurred in the processing of their ad.

Mechanical Requirements

Size	Width	Height
Full page (trim)8 x	10-7/8
Full page (with bleed)8-1/4 x	11-1/8
Full page (live area)7 x	10
1/2 horizontal7 x	4-7/8
1/2 vertical4-5/8 x	7-3/8
1/3 square4-5/8 x	4-7/8
1/3 vertical2-1/4 x	10
1/4 page3-3/8 x	4-7/8
1/6 horizontal4-5/8 x	2-3/8
1/6 vertical2-1/4 x	4-7/8

General Information

Multipage ROP: Rates quoted on request.

Sending Materials

Compatible media: CD-ROM.

Materials will be returned on request only. Please be sure to include "ship to" address and clear, accurate instructions.

E-mail: advertising@LPCpub.com

Mail: LPC Publishing Company
30 for the Future Advertising
2026 Murray Hill Road, Suite 103
Cleveland, Ohio 44106

FTP: Visit www.lpcpublishing.com
and click on UPLOAD.

Fax: 216-721-2525
ATTN: **30 for the Future** Advertising Coordinator

Questions?

Contact Gail Smith,
Production Manager at
216-721-1800, ext. 125,
or e-mail gsmith@LPCpub.com