

# 2024 Program Advertising Guide

## JULY 12-14, 2024



Thank you for your support of the 36th Annual Denver Polo Classic presented by Schomp BMW. This event is held on Friday, July 12th through Sunday, July 14th at the exclusive Polo Reserve Development. It is three days of exciting entertainment that benefits children's charities.

Set against the spectacular backdrop of the Rocky Mountains under our signature white tent, patrons and guests of the Denver Polo Classic presented by Schomp BMW will enjoy premier polo action, exquisite wines, champagnes and beers, and gourmet food from some of the finest restaurants in Denver.

During this event, patrons will be provided the official Denver Polo Classic program that will contain editorials about the charities we serve, information about the tournament, and most importantly, advertising recognition for you, our sponsors. This program will be available to the over 4,000 attendees, free of charge. Advertising in this program allows you to reach some of Denver's most influential individuals to include business leaders, community officials and media personalities. Advertising in this program is one of the most cost-effective ways to align your company with the largest charity polo event in the nation. The guidelines provided here will assist you in providing the instructions for ensuring that your advertisement is a success!



An event of the Denver Children's Foundation benefiting at-risk and disadvantaged children

- Advertising space is allocated according to your sponsorship level. The breakdown of sponsorships to advertising space is defined below:
  - Major and/or Title Sponsorship = Full-Page Advertisement
  - VIP Table Sponsorship = Quarter-Page Advertisement
  - Table Sponsorship = No Advertisement (unless added Media Recognition Package)
- If requested, you may elect to upgrade your advertising space according to the following pricing table:

	From No Ad	From Quarter-Page Ad	From Half-Page Ad
Full-Page Ad	\$1,000	\$750	\$250
Half-Page Ad	\$750	\$250	
Quarter-Page Ad	\$500		

- All advertisements must be submitted to **adam@denverchildrensfoundation.org** no later than **June 12th**.
- Any advertisements received between June 12th and June 17th will receive advertisement space on a space available basis, but it is not guaranteed. Any advertisements received after June 17th will not be included in the Denver Polo Classic program.
- See Digital File requirements on the next page

If you have any questions concerning advertising in the Denver Polo Classic program, contact Adam Cohen at (303) 888-2429 or via email at **adam@denverchildrensfoundation.org**.

# Digital File Requirements

All supplied materials must be in a digital format.

Trim Size: 8 3/8" w x 10 7/8" h

(Please see below for specific requirements)

Colors: CMYK, 4/C process, no spot colors. If you are building your black swatch, we recommend C=60 M=30 Y=30 K=100.

## Acceptable File Formats

Acceptable digital formats are press-optimized PDFs, composite EPS (with outlined fonts), TIF or JPEG files saved at 300 DPI.

### PDF (version X-1a)

- All high-resolution images and fonts must be included when the PDF/X-1a file is saved.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS 300 dpi or greater.
- Total area density should not exceed SWOP 300% TAC.
- Do not embed ICC profiles within images.
- All required trapping must be included in the file(s).

Crop Marks: Do not include crop marks.

All PDF files, and ads submitted as TIFF or EPS are considered completed ads. We cannot make corrections to these files.

Email all digital files to [adam@denverchildrensfoundation.org](mailto:adam@denverchildrensfoundation.org).



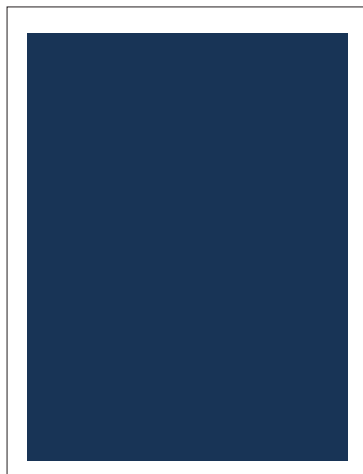
### FULL PAGE:

Design for Non-bleed:  
7.5" w x 10" h

Design for Bleed:  
8.875" w x 11.375" h  
(keep all non-bleed items 3/8"  
from the edge).

Trim Size: 8.375" w x 10.875" h

Do not use crop marks.



### Half-Page Ad:

7.5" w x 4.875" h



### Quarter-Page Ad:

3.625" w x 4.875" h



We will try to accommodate page location preferences - either left hand or right hand - but these locations are not guaranteed.



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