

# 2018 SPECIFICATIONS AND DEADLINES

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## 1. PROGRAM BOOK ADVERTISING

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### Sizing

- Full Page: 7.5" W x 10.0" H
- 1/2 Page Horizontal: 7.5" W x 5.0" H
- 1/2 Page Vertical: 3.75" W x 10.0" H
- 1/4 Page Vertical: 3 5/8" W x 5.0" H
- 1/8 Page Horizontal: 3 5/8" W x 2.5" H

### Deadlines

- Los Angeles program book: May 1
- Seattle program book: June 14

### Specifications

- Your ad must be correctly sized as noted at left
- *Vector files preferred* (Illustrator-compatible .pdf or .eps)  
Raster files accepted (Photoshop .tif or .jpg.)
- Photoshop files must be 300 dpi at printing size
- Ads must be submitted as digital files
- Changes and corrections to ads will be billed at \$45/hr
- Email file(s) to: [sponsors@genderodyssey.org](mailto:sponsors@genderodyssey.org)

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## 2. PROGRAM BOOK LOGO ART

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### Sizing

- 160x160 pixels – full color

### Deadlines

- Los Angeles program book: May 1
- Seattle program book: June 14

### Specifications

- Use full color for program logo
- Your logo must be correctly sized as noted at left
- *Vector files preferred* (Illustrator-compatible .pdf or .eps)  
Raster files accepted (Photoshop .tif or .jpg.)
- Photoshop files must be 300 dpi at printing size
- Logos must be submitted as digital files
- Changes and corrections to ads will be billed at \$45/hr
- Email file(s) to: [sponsors@genderodyssey.org](mailto:sponsors@genderodyssey.org)

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## 3. WEBSITE LOGO ART

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### Sizing

- **Zone 1 - include all 3 sizes:**  
728x90, 468x60, 270x100 pxl
- **Zone 2:** 160x160 pxl
- **Zone 3 or 5 - include all 3 sizes:**  
307x90, 180x90, 96x90 pxl
- **Zones 4 or 6:** 160x160 pxl

### Deadline

- May 1

### Specifications

- Refer to your invoice for your Zone(s)
- May be logo or advertisement
- Use full color for website ads/logo
- Note that some zones require 3 separate logos/ads
- *Vector files preferred* (Illustrator-compatible .pdf or .eps)  
Raster files accepted (Photoshop .tif or .jpg.)
- Logos must be submitted as digital files
- Email file(s) to: [sponsors@genderodyssey.org](mailto:sponsors@genderodyssey.org)

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## 4. REGISTRATION BAG INSERTS / PROMO ITEMS

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### Sizing

- Full page: 8.5"x11" (max. 4 pages collated)
- 1/2 page: 4.25"x11" or 8.5"x5.5"
- 1/4 page: 4.25"x5.5" or postcard

### Deadlines

Inserts and swag must be received by:

- Los Angeles program book: June 1
- Seattle program book: July 13

### Specifications

- Design and print to your liking. Full color welcomed.
- Note: inserts will be included in both GO Professional and GO Family bags.

<u>Conference</u>	<u>Quantity</u>	<u>Ship or Hand Deliver To</u>
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- |               |            |   |
|---------------|------------|---|
| • Los Angeles | up to 400  | 13140 Morrison Street<br>Sherman Oaks, CA 91423                     |
| • Seattle     | up to 1200 | Gender Odyssey<br>6523 California Ave SW, #360<br>Seattle, WA 98136 |

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## 5. VENDING SPACE

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### Specifications

- Note that vendor staff passes do not include conference admission.

### Deadlines

- To register your table, submit [Sponsor Vendor form](#) at [www.genderodyssey.org/sponsor-vendor](http://www.genderodyssey.org/sponsor-vendor) by:
  - Los Angeles: May 1
  - Seattle: June 14

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## 6. CONFERENCE REGISTRATION

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### Deadlines

- All your sponsored attendees must be registered by:
  - Los Angeles: June 15
  - Seattle: August 3

### Specifications

- Refer to your invoice for total number of available complementary registrations. Registration includes full four-day Gender Odyssey Professional + Gender Odyssey Family admission and related pre- and post-conference activities
- Use the **DISCOUNT CODE** on your invoice to register your sponsored attendees. Register here: [www.genderodyssey.org/register](http://www.genderodyssey.org/register)
- Registrations are not transferable. Please inquire for pricing on additional group registration

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## 7. ACKNOWLEDGEMENTS

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### Specifications

- Certificate will be mailed or emailed to address on invoice unless otherwise instructed