

Goodwill Industries International

Sponsorship Ad Specifications

Ad Specifications

Video/Commercial

- Any standard video formats - *FLV (Flash Video)*, *AVI (Audio Video Interleave)*, *MOV (Apple's QuickTime)*, or *Power Point*
- Video maximum duration: 60 seconds – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
 - Entire video must be approved by GII's brand and public relations department.
 - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's brand and public relations departments.
 - To accommodate multiple GII approval and subsequent revisions, videos must be created by 15th of the month prior to the conference.

Hotel Key Card

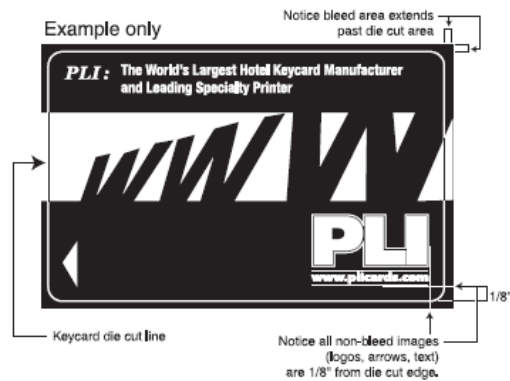
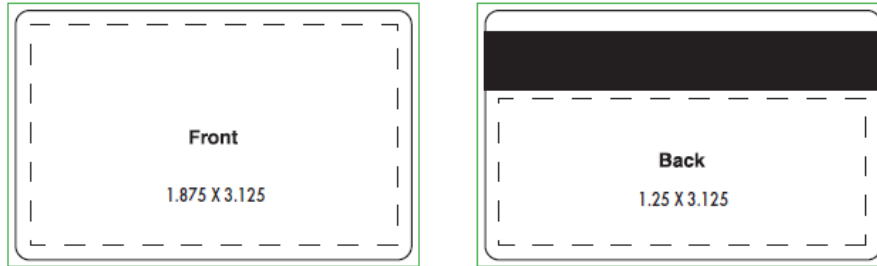
Software Applications

- QuarkXpress, InDesign, Illustrator and Photoshop accepted. Microsoft Word, Excel, Power Point or Publisher files are not accepted.
- High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology.

File Information • Formats

- Vector artwork only
- If in Photoshop, submit layered, CMYK files. Resolution should be 300 at actual size.
- Do not send low resolution images from the internet.
- Supply all necessary fonts and images. Collect for Output (Quark) or Package (InDesign) your documents to ensure everything is included.
- All type should be at least 6pt. in size. To be legible, reversed type should be at least 8pt.
- Artwork using PMS colors and Photoshop monotone or duotone files are accepted.
- Keep all non-bleed elements (logos, arrows, etc.) 1/8 " inside all edges of the keycard.
- Bleed, if applicable, should extend 1/16" beyond the edges of the card.
- All rules and outlines should be .5 pt. or greater.
- Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

CR80 2.125" x 3.375" Bleed Area 2.25" x 3.5"



Digital Plasma Ad Slide

- Horizontal Microsoft Power Point Slide
- 1024 x 768 pixels JPG

Logos

- In vector format – Eps format preferred

Print ads for Tradeshow Booklet Ad

- Full page - 10" H x 8"W PDF
- Half page - 5" H x 4"W PDF
- Ad format - PDF

Contact

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