OHIO TURFGRASS FOUNDATION

CONFERENCE & SHOW GUIDE

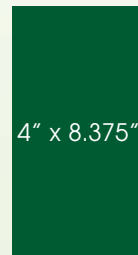## GOLF • SPORTS TURF • LAWN CARE • SOD

OTF

THE PLACE TO BE
for Turf and Landscape Professionals

Ohio Turfgrass Foundation
Annual Conference | December 6–9, 2010
Trade Show | December 7–8, 2010

OTF 2010 • OHIO STATE OARDC EXTENSION

Greater Columbus Convention Center
Columbus, Ohio

Sponsored By: Ohio Turfgrass Foundation, The Ohio State University,
Ohio State University Extension, Ohio Agricultural Research & Development Center

OTF • Ohio Sportsturf • OLCA Ohio Lawn Care Association • OHIO SOD PRODUCERS ASSOCIATION • Central Ohio Golf Course Superintendents Association

SPECIAL POSITIONS (FULL COLOR)

POSITION	AD SIZE
Inside Front Cover:	4"W x 8.375"T
Inside Back Cover:	4"W x 8.375"T
Back Cover:	4"W x 8.375"T

INTERIOR PAGES (BLACK & WHITE ONLY)

POSITION	AD SIZE
Full Program Page:	3.5"W x 7.875"T
1/2 Page Horizontal:	3.5"W x 3.85"T

*ONLY FULL PAGE SPECIAL POSITION ADS BLEED.

4" x 8.375" — **Full Page Covers**

3.5" x 7.875 — **Full Page Interior**

3.5" x 3.85" — **Half Page**

IMPORTANT For Special Position Full Page Ads:
• Bleed size: 4.25" x 8.625" (1/8" on all sides)
• Trim size: 4" x 8.375"
• Live area: 3.25" x 7.625" (vital copy must remain 3/8" from trim)

LEADING EDGE COMMUNICATIONS

CALL US TODAY AT
615-790-3718

Ads submitted for placement MUST follow these guidelines:

PDF (Portable Document Format) is the required file format for the *OTF Program/Show Guide.* PDF files must be created with Acrobat Distiller 4.05 or higher.

• Scanned images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale (no RGB or JPEG graphics) as a TIFF or EPS.
• All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
• All PDFs must be high resolution/press optimized.
• Files must be 100% size, no rotations.
• Supplied color lasers will be used as a "guide for color" only.
• Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.

IMPORTANT:
Any ads that do not meet the specifications will be charged $125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed $95 per hour.

SEND MATERIALS TO:
Leading Edge Communications, LLC • ATTN: Publisher
206 Bridge Street • Franklin, Tennessee 37064
Phone: (615) 790-3718 • **Fax:** (615) 794-4524

FTP SITE INSTRUCTIONS:
http://leadingedgecommunications.com/files/index.php
• Username: **leupload** • Password: **upload2le**
• Go to bottom of page to upload files link. Please, email your Account Executive what your ad is named on the site and name of publication.