

**HAGGAR**  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

Presented by

**2018**  
INDUCTION  
WEEKEND  
CELEBRATION  
November 10 - 12

**2018 INDUCTION CLASS**  
BRODEUR • HEFFORD • ST. LOUIS • YAKUSHEV  
BETTMAN • O'REE

**2018**  
INDUCTION  
WEEKEND  
CELEBRATION  
November 10 - 12

CORPORATE SPONSORSHIP  
PACKAGES:  
**festival Xpress™**  
sales@festivalxpress.com  
www.festivalxpress.com

**BE PART OF THE HHOF INDUCTION WEEKEND CELEBRATION • HOCKEY "HALL-OF-A-NITE" • HAGGAR HHOF LEGENDS CLASSIC GAME**

P.O. Box 31030, RPO College Square, 725 College Street, Toronto, Ontario M6G 4A7  
 Tel: (416) 785-6127 OR (416) 785-0291 • Fax: (416) 785-7951 • Email: sales@festivalxpress.com  
**www.festivalxpress.com**

# ADVERTISEMENT SPECIFICATIONS

## SOUVENIR PROGRAM - AD DEADLINE FRI, OCT 19, 2018

### SOUVENIR PROGRAM

Trim Size: 5½" wide x 8½" high - portrait

### AD SIZE FULL COLOUR

Half Page 4.75" wide x 3.8" high - landscape only

### PREFERRED FILE FORMATS (resolution should be 300 dpi for all file types)

- Digital files can be emailed as a PDF/X-1a:2001
- All fonts must be converted to outlines and no spot colours
- Software: QuarkXPress, InDesign, Illustrator, Photoshop
- File format: TIFF, EPS, PDF
- All support files and fonts must be included
- Keep critical live matter 3/4" from outer trim edges

### NOTES

- **DO NOT send logos used on the Internet**, they are in an unsuitable format for printing and have a low resolution (72 DPI) that cannot be acceptably used for this kind of printing. Please contact your designer or printer for a hi-res file (300 DPI)
- FAXES cannot be used they are an unsuitable format for printing
- PLEASE CHECK FILES before sending. Is everything spelled correctly? Correct size/orientation? Correct colour space - CMYK, Greyscale or Line Art for B&W? Fonts and graphics embedded? Are graphics clear?
- PROOFS are provided only upon request and will be sent by email
- ADS RECEIVED AFTER THE FINAL AD COPY DEADLINE will be accommodated on a "best efforts basis" but we cannot guarantee they will be placed

NOTE: Ad copy & Advertisers subject to final approval by Hockey Hall of Fame.

Artwork not received by the deadline date will be generic and be typeset. **Please include your invoice number, company name in the subject box when you email, thank you.**

**Email artwork to: sales@festivalxpress.com**

**2018**  
INDUCTION  
WEEKEND  
CELEBRATION  
November 10 - 12

**HAGGAR**  
HOCKEY HALL OF FAME  
*Legends*  
CLASSIC

Presented by

**SUNDAY, NOVEMBER 11 • 3:00PM**  
**SCOTIABANK ARENA**  
(formerly Air Canada Centre)

**2018 INDUCTION CLASS**  
BRODEUR • HEFFORD • ST. LOUIS • YAKUSHEV  
BETTMAN • O'REE

CORPORATE SPONSORSHIP  
PACKAGES:  
**festival Xpress™**  
sales@festivalxpress.com  
www.festivalxpress.com

**BE PART OF THE HHOF INDUCTION WEEKEND CELEBRATION • HOCKEY "HALL-OF-A-NITE" • HAGGAR HHOF LEGENDS CLASSIC GAME**

P.O. Box 31030, RPO College Square, 725 College Street, Toronto, Ontario M6G 4A7  
Tel: (416) 785-6127 OR (416) 785-0291 • Fax: (416) 785-7951 • Email: sales@festivalxpress.com  
**www.festivalxpress.com**

## RINK BOARD SPECIFICATIONS

### RINK BOARD SIGNAGE - DEADLINE FRI, OCT 19, 2018

#### ARTWORK - FULL SIZE RINK BOARD 11' W X 2½' H (132" x 30")

**Acceptable file formats for printing:**

Digital files can be emailed as a PDF/X-1a:2001

**Vector files:**

These files are line art, scalable to any size and never lose resolution, image will stay clean and crisp

**Follow these tips for Vector Files:**

EPS (CS4 or lower), AI (CS4 or lower), PDF. When submitting these files be sure you have converted all fonts to outlines or curves. Vector files can be submitted at any size proportionate (You can send a proportional file size 26.4" w x 6" h , 300 dpi, **NOT exceeding** 10 mb for emailing)

**Raster Files/Images:**

These files are pixel based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution

**Follow these tips for Raster Files:**

PSD, JPG, TIFF. Please follow the guidelines below  
100% scale (full size output) at 100 dpi  
50% scale at 200 dpi or higher  
20%-25% scale at 300 dpi or higher  
10% scale at 600-1200 dpi recommended

**Do not send logos used on the Internet**, they are in an unsuitable format for printing and have a low resolution (72 DPI) that cannot be acceptably enlarged for this kind of printing. **FAXES and SCANS cannot be used either.**

**Contact your Printer OR Designer**

All printed material like logos have been designed by a printer or graphic designer, please contact them to ensure the highest quality for your banner

**File Tips:**

- **NO BLEEDS**, keep 2 inches free all around (0.4" proportional)
- **SAVE ALL TEXT AS OUTLINES**

**Printing Process:**

All products are printed using the Process color model CMYK (Cyan, Magenta, Yellow and Black ink), not all PMS colors can be matched 100%. If a specific PMS color is needed, please let us know when you submit the order, we will do our best to meet that specified color

**Email Files**

Files under 10 MB can be emailed, if higher use a free site like www.sendspace.com or drop box

**NOTE: Ad copy & Advertisers subject to final approval by Hockey Hall of Fame.**  
Artwork not received by the deadline date will be generic and be typeset. **Please include your invoice number, company name in the subject box when you email, thank you.**

**Email artwork to: sales@festivalxpress.com**