

To avoid production problems that occur when reproducing business cards, we will layout standard ads for all advertisers. You only need to supply your company logo and the content to be included in your ad.

There are two formats for your ad content that we suggest:

- **Contact Info**
version will feature basic business card contact information.
- **Descriptive Info**
version will feature copy describing your business and limited contact information.

Ads will include your company logo. The ad stacking will be depend upon whether the logo is vertical or horizontal.

Logo Materials:

The preferred art for your logo is a black and white print quality pdf file or eps file with any fonts converted to graphics.

If no electronic file of your logo is available, a print sample may be sent, preferably one with a white background.

Please email your ad content to Susie Cooper at cooper@designmark.com (please include your company name and "ad content" in the subject line) and attach your electronic logo file.

Mail hard copy logos to:
DesignMark
4640 W. 71st Street
Indianapolis, IN 46268
Attn: Susie Cooper

If you have any questions, please call Susie Cooper at (317) 291-0300

Materials due:
August 16, 2012

SAMPLES: PPP Conference Guidebook Business Card ads.

VISIT US
AT BOOTH

39



John Smith
Director of Planned Giving

ABC Corporation
500 N. Main St. • PO Box 5000 • Anywhere, IN 55555
(800) 555-5555 • (333) 555-4444 • (333) 555-4445 Fax
jsmith@abccorp.com • www.abccorp.com

- Contact Info version
- Horizontal logo stacking

VISIT US
AT BOOTH

39



corporation

John Smith
Director of Planned Giving

ABC Corporation
500 N. Main St.
PO Box 5000
Anywhere, IN 55555
(800) 555-5555
(333) 555-4444
(333) 555-4445 Fax
jsmith@abccorp.com
www.abccorp.com

- Contact Info version
- Vertical logo stacking

• Do not include booth number in your ad, it will appear beside it.

VISIT US
AT BOOTH

39



corporation

Providing an unlimited array of fundraising and donor support materials, including automatic updates, online integration, royalty-free brochures, and custom design options.

(800) 555-5555 • www.abccorp.com

- Descriptive Info version
- Horizontal logo stacking

VISIT US
AT BOOTH

39



corporation

Providing an unlimited array of fundraising and donor support materials, including automatic updates, online integration, royalty-free brochures, and custom design options.

**(800) 555-5555
www.abccorp.com**

- Descriptive Info version
- Horizontal logo stacking