Advertising opportunities and specifications for Platinum sponsors

Advertisement type	Details
2 full page	2 Full page ads in event brochure
Platinum sponsor logos	Logo used in event marketing materials

Sponsorship advertisement opportunities must meet the following specifications.

Ad design specifications:

- Trim: 7.7" wide x 10.1"high/per page
- Safey: 7.1" wide x 9.5"high/per page
- Resolution: 300 DPI at 100% final size
- Type safety margin: 0.3" all around
- No bleed
- Border: 0.25" 80% black, or a full image
- Crop marks: 0.28" offset
- Not accepted: working InDesign, Quark XPress, Illustrator, Corel Draw or Freehand files
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines, and no smaller than 7pt size
- File size: 12MB or smaller

Logos specifications:

- All logos must be submitted in ".ai" or ".eps" vector formats.
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines

Shipping instructions:

- All print ad and logo files will be sent via email to "salesevents@westjet.com"
- For email attachments over 20MB, contact us for alternate shipping instructions

Please note all files must be submitted no later than **February 15, 2019**.

For all other inquires, contact Sarah Barton at **sarah.barton@westjet.com**.

WESTJET