

# gonemoab 2018

## ADVERTISING REQUIREMENTS & GUIDELINES



goneMOAB would like to provide our sponsors partnership to Advertise and Market their products within our marketing means through Home Page Content, Forum Page Content, Event Display Banner, Event Apparel, Social Media, and Trail Guides provided to our attendees and members. To make this happen we have developed a set of guidelines and templates to define our marketing strategy. Below you will find our requirements under each type of advertisement we use. Please take a look and provide the information to the staff at [goneMOAB@gmail.com](mailto:goneMOAB@gmail.com) no later than April 10<sup>th</sup> prior to the event of the current year.

Please refrain from using pricing in advertisements as material may become dated. Ads displaying nudity, inappropriately dressed individuals, sexual innuendo, or suggestive or sexual imagery, will not be accepted. goneMOAB reserves the right to refuse advertising content that is offense, inappropriate, or inconsistent with goneMOAB's basic design appearance or brand.

### website home page content

The goneMOAB home page will consist of a sponsor being display under the Sponsors Box each time the home page is loaded, please be aware these may be adjusted to keep the website proportional on the sidebar. A drop-down at the top menu bar will take you to the sponsor area home page, displaying all sponsors in their respective categories with an HTML or Java embedded logo to their respective website. Below you will find the requirements to be listed on the organizations home page and sponsor area home page. Please see example in the following pages.

LOGO REQUIREMENTS	DIMENSIONS
PLATINUM LEVEL	500 x 500 pixels 72 dpi
GOLD LEVEL	350 x 350 pixels 72 dpi
SILVER LEVEL	250 x 250 pixels 72 dpi
BRONZE LEVEL	150 x 150 pixels 72 dpi
IN-KIND LEVEL	100 x 100 pixels 72 dpi
MEDIA LEVEL	100 x 100 pixels 72 dpi

### SPECIFICATIONS

**Home Page Content** requires a written definition of the company's core purpose and focus

**File format** may be JPG/JPEG, GIF, PNG, SWF, JS, HTML

**File size** not to exceed 999 kilobytes (999KB)

**Third party serving** requires custom HTML and Java snippets be provided

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## website forums page content

Our forum home page consists of a sponsor specific section to provide open discussion between our sponsors and attendees for a positive interaction. Each sponsor will have their own thread and related content to their company. It will deliver a direct line of communication to help with any questions the consumer has that our organization can help facilitate or a chance for the sponsor to interact at their own discretion. The forum home page will also consist of side banner ads, which will be based upon the size determined by the level of sponsorship that is requested. Please see example in the following pages.

### ADVERTISEMENT REQUIREMENTS

### DIMENSIONS

PLATINUM LEVEL	500 x 500 pixels 72 dpi
GOLD LEVEL	350 x 350 pixels 72 dpi
SILVER LEVEL	250 x 250 pixels 72 dpi
BRONZE LEVEL	150 x 150 pixels 72 dpi
IN-KIND LEVEL	100 x 100 pixels 72 dpi
MEDIA LEVEL	100 x 100 pixels 72 dpi

### SPECIFICATIONS

**File format** may be JPG/JPEG, GIF, PNG, SWF, JS, HTML

**File size** not to exceed 999 kilobytes (999KB)

**Third party serving** requires custom HTML and Java snippets be provided

## event display banners

All sponsors are requested to provide a company logo that will be displayed on the main event banner. This banner will be displayed at all **goneMOAB** events; to include but is not limited to Sunday's Registration Night and Meet N' Greet as well as Thursday's Raffle Night and Vendor/Member Show N' Shine. Sponsor's logo sizes are determined by the level of sponsorship that is requested.

### LOGO REQUIREMENTS

### DIMENSIONS

PLATINUM LEVEL	Oversized
GOLD LEVEL	Large
SILVER LEVEL	Medium
BRONZE LEVEL	Small
IN-KIND LEVEL	Smallest
MEDIA LEVEL	Small

### SPECIFICATIONS

**File format** may be JPG/JPEG, GIF, PNG, SWF, JS, HTML

**File size** not to exceed 999 kilobytes (999KB)

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## event apparel



All sponsors are requested to provide a company logo that will be displayed on the event apparel. This apparel will be provided to all attendees and members at **goneMOAB** event. Items logos may be displayed on but is limited to are Event T-Shirts, Stickers, Jackets, Hoodies, Hats, ID Badges, etc. Sponsor's logo sizes are determined by the level of sponsorship that is requested. Apparel is custom designed every year, no example will be provided unless otherwise requested.

LOGO REQUIREMENTS	DIMENSIONS
PLATINUM LEVEL	Oversized
GOLD LEVEL	Large
SILVER LEVEL	Medium
BRONZE LEVEL	Small
IN-KIND LEVEL	Smallest
MEDIA LEVEL	Small

### SPECIFICATIONS

**File format** may be JPG/JPEG, GIF, PNG, SWF, JS, HTML  
**File size** not to exceed 999 kilobytes (999KB)

## social media outreach

All sponsors are requested to provide a company logo that will be used on all **goneMOAB** social media sites associated with the event. The logo will be used to display as a post, newsletter, or within video content created by Graphic Design and Marketing Team. Upon initial receipt of the logo, a post will be created to help market and reach perspective members and consumers as well as added to the monthly newsletter in the month it is received that will be E-Mailed to out mailing list and added to the **goneMOAB's** website.

LOGO REQUIREMENTS	DIMENSIONS
PLATINUM LEVEL	500 x 500 pixels 72 dpi
GOLD LEVEL	350 x 350 pixels 72 dpi
SILVER LEVEL	250 x 250 pixels 72 dpi
BRONZE LEVEL	100 x 100 pixels 72 dpi
IN-KIND LEVEL	100 x 100 pixels 72 dpi
MEDIA LEVEL	100 x 100 pixels 72 dpi

### SPECIFICATIONS

**File format** may be JPG/JPEG, GIF, PNG, SWF, JS, HTML **File size** not to exceed 999 kilobytes (999KB)

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## trail guide books

All sponsors are requested to provide full color advertisement to be placed in our Trail Guide Books that are provided to all attendees and members at the event. The advertisement will be placed in the book mixed with content related to the event to include trail schedules, trail descriptions, trail maps, educational information, trail etiquette, Bureau of Land Management (BLM) & Utah School and Institutional Trust Lands Administration (SITLA) related awareness, and other Sponsors of **goneMOAB**. Below you will find the requirements based on the level of sponsorship that is request. Please see example in the following pages.

<b>ADVERTISEMENT REQUIREMENTS</b>	<b>Vertical</b>	<b>Horizontal</b>
PLATINUM LEVEL	Full Page	Full Page
GOLD LEVEL	1/2 Page	1/2 Page
SILVER LEVEL	1/4 Page	1/4 Page
BRONZE LEVEL	1/8 Page	1/8 Page
IN-KIND LEVEL	Small	Small
MEDIA LEVEL	1/8 Page	1/8 Page

### **SPECIFICATIONS**

File format may be JPG/JPEG, GIF, PNG, SWF, JS, HTML  
File size not to exceed 999 kilobytes (999KB)  
Resolution  
Embedded fonts  
Black copy must be 100% black: C0 M0 Y0 K100  
Black backgrounds should be rich black: C40 M30 Y30 K100  
CMYK color  
Page trim size: 9" x 10.875" Bleed: .125" **Important:** Keep live matter (copy, boarders, logos, etc.) .5" from trim  
The accuracy of all advertisements are the responsibility of the advertiser or ad agency.

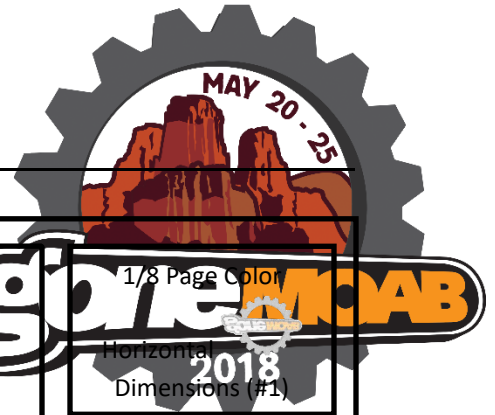
### **SUBMISSION OF MATERIAL AND CONTENT**

Please send business information and logos to:

**Bill Eirish**  
Event Organizer  
goneMOAB, Inc.  
(303) 918-5569, gonemoab@gmail.com

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## TRAIL GUIDE BOOK EXAMPLES



Full Page Color

1/4 Page Color  
Horizontal Dimension #1

1/8 Page Color  
Horizontal Dimensions (#1)

Small	Small
Small	Small

1/2 Page Color  
Horizontal Dimension #1

1/2 Page Color  
Vertical Dimensions (#2)

Small	1/4 Page Color (#2)
Small	
Small	
1/8 Page Color (#2)	

**IMPORTANT:**

Content, such as logos, phone numbers, boarders, copy, etc., placed too close to the trim line, may be cut off when the printer trims the magazine. A good rule of thumb is to keep live matter .5" inside the trim lines on all sides.