

## **Sponsorship Page Information in *Living Cowboy Ethics* magazine.**

The PARAGON Foundation invites and encourages your sponsorship participation with *Living Cowboy Ethics*. Sponsorships are available for each issue at \$1,000 and \$500. For a \$1,000 sponsorship you will receive a recognition page as our thank you. A half-page recognition will be given for a \$500 sponsorship. Your sponsorship is tax deductible and is a great way to show our readers that you and your company supports the work of the PARAGON Foundation.

We will be happy to create your page(s) or you may supply one using our specifications. Your sponsorship page must follow the guidelines below in order to appear in the magazine. As a non-profit, 501(c)3 Foundation, we are required to inform you that sponsorship pages that appear in PARAGON publications must not contain:

1. Hard sell copy. Avoid comments or headlines such as “We’re the world’s Best....”
2. Product prices or coupons
3. Negative or declarative exaggerations

Ads may contain statements of fact and supportive copy of the work of PARAGON. Such as: “Bob’s Western Feed is proud to support the work of the PARAGON Foundation. Please stop by and see our selection of fine feed and supplements....etc.”

Or, “For over 55 years, Bob’s Western Feed has been serving the needs of ranchers and farms in Northern Wyoming. We are pleased to help broaden that service by supporting the work of the PARAGON Foundation as it strives to empower and encourage every American citizen....”

Non-declarative copy is welcome along with contact information, photos, logos, web addresses, etc.

We will be happy to generate your page at no cost. You supply us with your basic material and we will layout your sponsorship page and email you a PDF proof.

Should you wish to create your own page, the following specifications must be followed:

### **Full page**

Trim 8.375” x 10.875”

Live area is 7.875” x 10.375”

For Bleed, pull out to 8.625 x 11.125”

### **Half Page**

Live area is 7.125” x 4.675”

No bleed available

## **Deadlines**

*Living Cowboy Ethics* is a quarterly publication and like our readers, follows the seasons with great interest. We need your sponsorship and materials approximately thirty days prior to printing. And as the seasons are sometimes fluid in their transitions, our deadlines are charming in their fluidity as well. With that, the following are our “deadlines” for receipt of your sponsorship donation and of your submission materials.

Winter – Nov. 15

Spring – Feb. 15

Summer – May 15

Fall – August 15

## **Building your Sponsorship Page**

We prefer high-resolution PDF files submitted through Adobe Acrobat Distiller with embedded fonts. Large files may be uploaded to ftp site, call for instructions.

Other acceptable submissions:

Mac versions:

QuarkXPress, InDesign, Adobe Illustrator, and Adobe Photoshop

Other Media acceptable:

Mac Formatted CD's

PC Versions may be submitted as eps or tiff files.

## **Required specs:**

Correct dimensions

All support files included in the submission (logos, graphics, photos, etc.)

All screen and printer fonts used in the submission and resource files.

A printout of the disc directory to ensure all necessary files and specs are included.

A color proof of the sponsorship page is required. Preferred proofs are Kodak Approval, Iris, Rainbow, and Firey.

Why do we need a proof? Good question. Most computer monitors are not equal. Colors can appear different from monitor to monitor. We want to make your sponsorship page look as you designed it, so help us see what you expect. We print using very fine offset presses but there is a difference between digital, viewed images and printed images even as we endeavor to get as close to your “viewed” color as possible. So in order for us to do that, help us “see” your color by sending us a proof. If you choose not to send a proof, we can have one made at a cost to you of \$45 or should you still choose not to supply a proof, then we will simply do our best.

**Some helpful hints:**

Don't send us a disc with other work on it. Confusing on our end.

Copy and image must be 0.1875" (3/16") from the trim line on full-page submissions.

Submit all color in CMYK at 300 dpi. 150 line screens on images saved as PDF, tiff or eps files.

For more information, please contact our friendly editor, Bill Reynolds at (805) 693-5405 or email him your questions at [br@ranchodelux.com](mailto:br@ranchodelux.com)

**Media (CD's) shipping instructions:**

The PARAGON Foundation

*Living Cowboy Ethics* sponsorship submission

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Alamogordo, NM

88310

(575) 434-8998