

# Range Beef Cow Symposium XXIV



**RBCS XXIV Media Kit for all affiliates marketing at the RBCS XXIV Conference and Trade Show.**

## Information Specifications:

As a sponsor or exhibitor the following information is necessary for the RBCS XXIV Proceedings and Program: Name of company/organization; slogan; contact information (phone, email, and fax); website; brief description about your company/organization and the services or products you provide.

## Logo Specifications:

Logos will be placed online and in print. Three forms of your company/organization's logo are needed. First, web-standardized logos should be either a png or gif, and full color on a clear background. Second, print-standardized logos should be either a jpeg, eps or png. Two print logos should be sent. The first print logo should be solid white on a clear background. The second print logo should be full color on a white background. Print logos should be as high resolution as possible. Web and print logos that are pixelated or lower than 500 kb will not be accepted. All logos should be laid out on a 2"x4" canvas at 300 ppi (8 or 16 bit).

## Advertisement Specifications:

Advertisements will be placed in the RBCS XXIV Proceedings. Only one form of your company/organization's advertisement is needed. A full page is roughly an 8.5"x11" sheet. Jpeg or pdf is preferred. Ads should be as high resolution as possible in CMYK (Color) or RGB (Black and White) at 300 dpi (8 or 16 bit). The following size-criteria for your advertisement is as follows:

Full Page: Bleed - 8.625" X 11.125" / Trim - 8.375" X 10.875" / Live Area - 7.25" X 9.75"

Half Page: 4.75" X 7.25" (Island or Horizontal)

Quarter Page: 4.75" X 3.5"

Camera Ready ads must have embedded fonts and images. We can accept photoshop, illustrator and indesign ads. Please package these files accordingly to supply any additional fonts, images, etc. for your advertisement.

## Advertisement Design Rates:

Advertisement design rate is \$65 per hour (2 hours guaranteed) with two opportunities to makes changes.

If over 2 hours or you require a third proof, billing rate increases to \$85 per hour (additional 1 hour charge for third proof).

## Sponsor Slide Specifications:

Sponsor slides will be placed intermittently throughout the symposium during each break. Only one form of your company/organization's slide is needed. All slides should be on a 10"x7.5" canvas. Jpeg or pdf is preferable.

Powerpoint slides will not be accepted. Slides should contain your logo, slogan (if applicable), contact information and Trade Show booth location.

## Sponsor Banner Specifications:

Sponsor banners should be approved before or during exhibitor setup. Banners can be any length and or size, however discretion is given to the RBCS Chair, Co-Chair and Trade Show Manager as to location of placement.

## Sponsor Video Specifications:

Sponsor videos will be placed intermittently throughout the symposium during each break. Only one form of your company/organization's video is needed. Videos should either be MP4 or MPG and no longer than 2 minutes. Sound is optional, however discretion is given to the RBCS Chair, Co-Chair and Trade Show Manager as to whether it will be played. We highly suggest searching compatibility modes online to ensure you have covered all your bases for video formatting. If you do want a sponsor video instead of a sponsor slide, please provide your video as soon as possible so that we can ensure it runs properly on our computers.

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