

Program Book 2010

APPETITE FOR AWARENESS a gluten-free cooking spree

The Program Book, distributed to all attendees at Appetite for Awareness, is a keepsake resource book that will be used throughout the year. The Program Book not only provides information specific to Appetite for Awareness 2010, but also offers an abundance of resources about the gluten-free diet including where to find hidden gluten and common substitutions for gluten-containing foods and coupons.

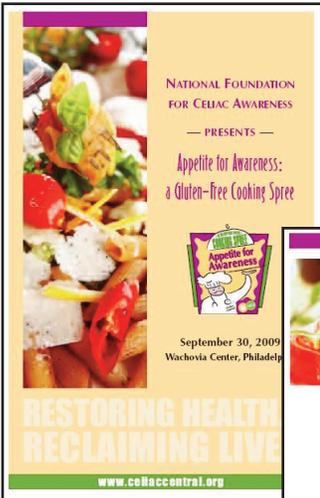
A highlight of the program book is the Restaurant Info pages, which include the names, addresses, phone numbers, websites and hours of operation for participating restaurants, as well as a full biography for participating chefs. Each chef has also chosen a "Chef's Pick" that enables each chef to highlight a particular menu item of interest for gluten-free diners.

Finally, the Marketplace supplement provides an alphabetical list (with websites included) of all vendors included in the Vendor Marketplace at Appetite for Awareness.

Back Cover: \$2,500 (color)
Inside Covers: \$2,000 (color)

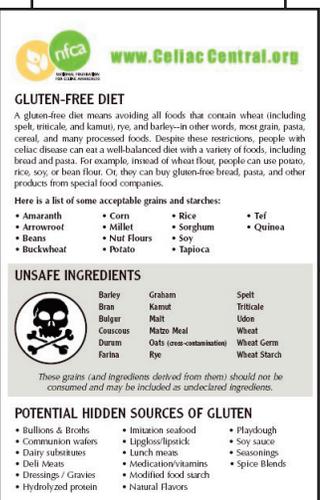
Full Page: \$1,000 (color)
Half Page enhanced: \$500 (color)

Half Page: \$300 (b/w)
Business Card: \$250 (b/w)

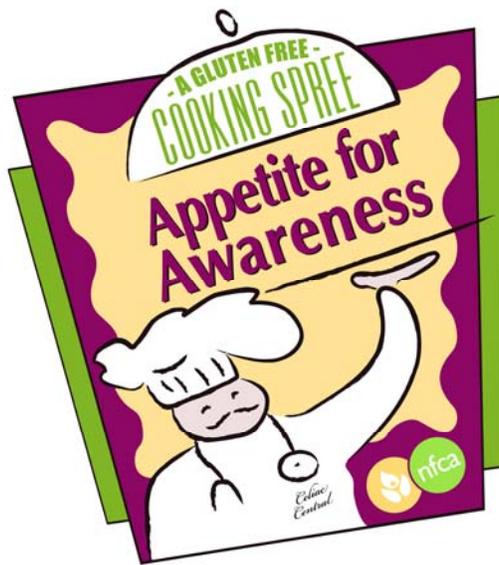












2010 Program Book Ad Reservation Form

Color Ad Rates

Back cover \$2,500
 Inside covers \$2,000
 Full Page \$1,000
 Half Page \$500

Black and White Ad Rates

Half page (5.5" w x 4" h) \$300
 Business Card (3.5" w x 2" h) \$250

Name _____

Company Name _____

Address _____

Phone _____

Email _____

Ad size: _____

I would like to use the same ad as last year ____.

Name of Solicitor: _____

Ads are due by **October 1, 2010**. Forms may be faxed to: 215-643-1707. Technical specifications are available on our website at www.CeliacCentral.org/a4a. Please review specifications carefully before sending your ad.

Please mail your check made payable to the NFCA:

Or to pay by credit card:
 Mastercard VISA Amex

Jennifer North
 NFCA
 PO Box 544
 Ambler, PA 19002

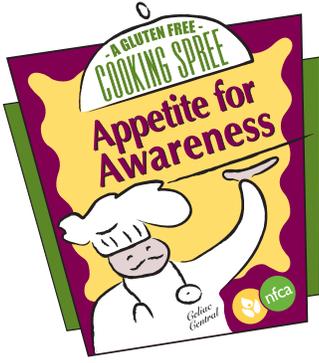
Name on Card _____

Card # _____ Exp. Date _____

Contact Program Book Chair Robbin Cramer with questions at rc2thmom@aol.com or (215) 643-4343.



National Foundation for Celiac Awareness
PO Box 544, Ambler PA 19002. jnorth@celiaccentral.org
www.celiaccentral.org



APPETITE FOR AWARENESS: *A Gluten-Free Cooking Spree*

PROGRAM BOOK ELECTRONIC AD SUBMISSION REQUIREMENTS

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Program Book Specifications

- Final Size of Program Book: 6" x 9"
- Full Color and Grayscale with No Bleed

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Ad Sizes Available

- Back Cover: 5.5" wide x 8.5" high
- Inside Covers: 5.5" wide x 8.5" high
- Gold Full Page: 5.5" wide x 8.5" high
- Silver Full Page: 5.5" wide x 8.5" high
- Full Page: 5.5" wide x 8.5" high
- Half Page: 5.5" wide x 4" high
- Business Card: 3.5" x 2"

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Electronic Ad Specifications Required for Submission

- **We only accept Ads as High Res PDF or High Res JPEG files.**

Checklist:

- All Colors must be CMYK Process Color or Set to Grayscale
 - No RGB or PMS Spot Colors
- All Photos and Graphics must be 300 dpi resolution, No Web Images
- All Layers must be flattened before submission
- All Fonts must be embedded

- **File Name: A4A _ *the name of advertiser*.pdf or .jpg**

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For any Technical questions contact:

Mia Ferraro-Tucker, Eventricity

office: 215.886.0202 | cell: 215.805.6596

Please email all Ad files to miadesigns@comcast.net