



35<sup>TH</sup> ANNUAL SPORTS & CULTURAL FESTIVAL

ESFNA 2018 SPECIAL EDITION MAGAZINE

## IMPORTANT ANNOUNCEMENT TO ALL BUSINESS AND COMMUNITY PARTNERS

The Ethiopian Sports Federation in North America (ESFNA), is hosting and celebrating its 35<sup>th</sup> Year Anniversary from July 1 through July 7, 2018 in the modern City of Dallas, similar to its hugely successful event last year. The 35<sup>th</sup> year milestone will undoubtedly draw tens of thousands of Ethiopians and friends of Ethiopia from North America and the World to celebrate our love of sports and promote the rich Ethiopian culture and heritage.

**And towards this end, ESFNA is publishing a 35<sup>th</sup> Year Commemorative Special Edition Magazine that highlights the 31 Member Clubs' History and Profile, the Organization's Accomplishments, Guests of Honor, ESFNA's 2018 Events, Game Schedule, Recognitions from the City of Dallas and more. Though limited, this special edition will also offer advertising spaces for community and business partners interested in promoting their products and services in this highly sought-out Special Edition Magazine.**

Advertising spaces offered include but not limited to **Full Page, Half Page and Quarter Page**. To maintain the quality and integrity of the magazine, we are requesting advertising parties to adhere to the exact specifications as outlined in the specification sheet when submitting their ads. Please refer to specification sheet attached herewith.

**Please note that since ad spaces on the 2018 ESFNA Annual Magazine are limited, this is a first come - first served opportunity.** To ensure that your ad is placed in the magazine, please reserve ad space of your choice by filling out the ad reservation form and making full payment by **May 7, 2018**. Any request made after the due date will not be guaranteed. To make reservation and a payment online, go to [www.esfna.org/adspaces](http://www.esfna.org/adspaces).

ESFNA has partnered with Yonas Woldetsadik Designs, Print + Web + Video agency, to help with the design of your ad. For details, please call or text 713-320-7717 or email at [ywdesigns@gmail.com](mailto:ywdesigns@gmail.com)

Wishing you all the best and See you in Dallas!

**Eyayu Zenebe**

Public Relations Chair



## PRINT AD SIZES & SPECIFICATIONS

**Full Page**  
9" x 12" trim  
0.125" bleed  
(8" x 11" live area\*)



**1/2 Horizontal**  
8" x 5.5"  
no bleed



**1/4 Quarter**  
4" x 5.5" trim  
no bleed



**Top Banner**  
9" x 2" trim  
0.125" bleed on three sides  
(8" x 1.5" live area)



### Full Page:

- Trim Size: 9" x 12"
- Bleed: 0.125"
- Live area: 8" x 11"

### 1/4 Quarter:

- Trim Size: 4" x 5.5"
- No bleed

### 1/2 Horizontal:

- Trim Size: 8" x 5.5"
- No bleed

**\*Explanation of Live Area:**  
The vital parts or elements of a printed piece which must not be trimmed off. Here, sizes are given as a guideline to follow.

### File Saving and Formatting Requirements

ESFNA uses the Microsoft Windows platform. Please do not send files with Mac previews or Mac fonts. Please submit digital art only.

### Preferred File saving Format

- Adobe Acrobat: Save files in high-resolution (Press-Quality) **.pdf** format.

ESFNA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only **.pdf, .eps, or .tiff** files. Please submit all logos as Illustrator vector eps files. High resolution jpegs will also be accepted. However, ESFNA cannot guarantee quality of logos not submitted in vector format.

- Adobe Acrobat: Save files in high-resolution (Press-Quality) **.pdf** format.
- Adobe Illustrator: Save files in **.eps** format. Convert all fonts to outlines. Use CMYK colors. Don't use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK **.eps** or **.tiff**. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).
- Adobe Photoshop: Save files in **.eps** or **.tiff** format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with **.lzw** or **.jpeg** compression. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

### File Naming


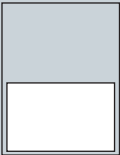
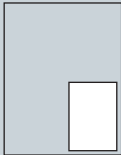

Documents should be named by the advertiser's name, underscore and the words "esfnamag"  
*Example:* staples\_esfnamag.pdf (thanks, in advance if you do this).

### File Transport

- E-mail transfer (compress files using WINZIP or Stuffit). ESFNA can accept up to 10MB.
- CD-ROM/DVD



## AD PLACEMENT RATES

<p><b>Full Page</b> 9" x 12" trim 0.125" bleed (8" x 11" live area*)</p> 	<p><b>1/2 Horizontal</b> 8" x 5.5" no bleed</p> 	<p><b>1/4 Quarter</b> 4" x 5.5" trim no bleed</p> 	<p><b>Top Banner</b> 9" x 2" trim 0.125" bleed on three sides (8" x 1.5" live area)</p>  <p><b>NOT APPLICABLE</b></p>
--	---	--	--

	Placement Rate
Full page (9x12)	\$1029
Half Page (8x5.5)	\$515
Quarter Page (4x5.5)	\$309

## How to submit your Ad

Please note that since ad spaces on the 2018 ESFNA Annual Magazine are limited, this is a **first come - first served** opportunity.

To ensure that your ad is placed in the magazine, please reserve ad space of your choice by filling out the ad reservation form and making full payment by **May 7, 2018**. Any request made after the due date will not be guaranteed.

To reserve ad space and make a payment, please contact ESFNA by calling 214-914-8863.



## DESIGN SERVICES

PROVIDED BY YW DESIGNS



ESFNA has partnered with Yonas Woldetsadik Designs, a professional multimedia agency, for the design of its annual event magazine. Through this partnership, **2018 ESFNA magazine advertisers** will automatically receive an exclusive discount towards the design and placement of their ad in the magazine. All ads thus designed will become property of the advertiser and the advertiser is FREE to use the ad in any way or form there after. Please look at the rate table below:

	Regular Design Rate	<b>2018 ESFNA magazine advertisers design rate</b>
Full page (9x12)	\$479	<b>\$139</b>
Half Page (8x5.5)	\$289	<b>\$109</b>
Quarter Page (4x5.5)	\$189	<b>\$89</b>

### REQUIREMENTS

Advertiser is responsible for providing the following:

1. text content
2. image/picture
3. Contact information: tel, email, website etc.

**Please check your text content for any errors before submitting. YW Designs is not responsible for errors in copy content submitted by the advertiser.**

If you wish to submit your own ad, not designed by YW Designs, please be advised that your ad should meet the magazine ad requirement as set by the editorial board and, hence, is subject to approval. In the event that the ad fails to meet the requirement and is not approved, the advertiser will be notified and allowed to seek professional design help from YW designs.

Any updates to the the ads after the ESFNA event are subject to a design charge at the rate of **\$55/hr.**

For questions or comments, please contact Yonas Woldetsadik at [ywdesigns@gmail.com](mailto:ywdesigns@gmail.com) OR call/text 713.320.7717.