



## **IMPORTANT ANNOUNCEMENT TO ALL BUSINESS AND COMMUNITY PARTNERS**

The Ethiopian Sports Federation in North America (ESFNA), is hosting its 36<sup>th</sup> Year Annual Sports & Cultural Event from June 30 through July 6, 2019 in Atlanta, Georgia, similar to its hugely successful event last year. The 36<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.

**ESFNA is proud to announce that, continuing the tradition, it will be publishing its annual Magazine again this year, highlighting the 31 Member Clubs', Guests of Honor, ESFNA's 2019 Special Events, Game Schedule, relevant articles, recognitions from the City of Atlanta and more. Though limited, this edition will also offer advertising spaces for community and business partners interested in promoting their products and services to the ESFNA attendants and local communities.**

Advertising spaces offered include but not limited to **Full Page and Half 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 specifications on page 2.

**Please note that since ad spaces on the 2019 ESFNA Annual Magazine are limited, this is a first come - first served opportunity.** Hence, to ensure that your ad is placed in the magazine, please reserve ad space of your choice by filling out the ad reservation form. **The deadline to reserve is May 20, 2019.** Any request made after this date will not be guaranteed. After you made the reservation, you will then be contacted by ESFNA ad sales rep. for approval and full payment. To make a reservation, go to [www.esfna.org/esfna\\_magazine](http://www.esfna.org/esfna_magazine)

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

Wishing you all the best and See you in Atlanta!

**Eyayu Zenebe**

Public Relations Chair



## PRINT AD SIZES & SPECIFICATIONS

Full Page	1/2 Horizontal	1/4 Quarter	Top Banner
8.5" x 11" trim 0.125" bleed (7.5" x 10" live area*)	7.5" x 4.85" no bleed	4" x 5.5" trim no bleed	9" x 2" trim 0.125" bleed on three sides (8" x 1.5" live area)

### Full Page:

- ✦ Trim Size: 8.5" x 11"
- ✦ Bleed: 0.125"
- ✦ Live area: 7.5" x 10"

### 1/2 Page Horizontal:

- ✦ Trim Size: 7.5" x 4.85"
- ✦ 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


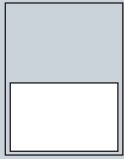


Documents should be named by the advertiser's name, underscore and the words "esfnamag"  
Example: staples\_esfnamag.pdf (thanks in advance if you do this).

### File Transport

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



## AD PLACEMENT RATES

<p>Full Page 8.5" x 11" trim 0.125" bleed (7.5" x 10" live area*)</p> 	<p>1/2 Horizontal 7.5" x 4.85" no bleed</p> 	<p>1/4 Quarter 4" x 5.5" trim no bleed</p> <p><b>NOT APPLICABLE</b></p> 	<p>Top Banner 9" x 2" trim 0.125" bleed on three sides (8" x 1.5" live area)</p> <p><b>NOT APPLICABLE</b></p> 
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Ad Size	Placement Rate
Full page (8.5 x 11)	\$825
Half Page (7.5x4.85)	\$415

## How to submit your Ad

Please note that since ad spaces on the 2019 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 first and making full payment by **May 20, 2019**. Any request made after the due date will not be guaranteed.

For help with your ad placement or design, please call or text 713-320-7717 or email at [ywoldetsadik@esfna.net](mailto:ywoldetsadik@esfna.net)



## DESIGN SERVICES

PROVIDED BY YW DESIGNS

YONAS  
WOLDETSADIK  
+SOLUTIONS THROUGH CREATIVE DESIGN+



ESFNA has partnered with Yonas Woldetsadik Designs, a professional multimedia agency, for the design of its annual event magazine. Through this partnership, **2019 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>2019 ESFNA magazine advertisers design rate</b>
Full page (8.5x11)	\$479	<b>\$140</b>
Half Page (7.5x4.85)	\$289	<b>\$110</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 specifications and a set of quality requirements as set by the editorial board and, hence, is subject to approval. In the event that the ad fails to meet these requirements 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.**

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