



2020 HALL OF FAME

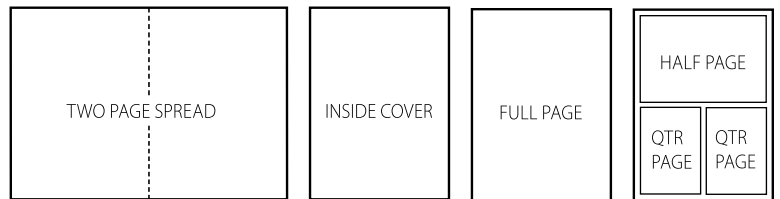
TECHNICAL SPECIFICATIONS FOR DINNER PROGRAM CONGRATULATORY MESSAGES

SPACE RESERVATIONS DEADLINE: APRIL 24, 2020

ARTWORK SUBMISSION DEADLINE: MAY 8, 2020

Show your support for the 2020 Hall of Fame inductees with a full color congratulatory message in the dinner program. Whether you provide your own artwork, or allow us to craft it, a message in the program is an excellent way to recognize the accomplishments of your peers.

- Two-Page Spread 17.0" W x 11.0" H
- Inside Front / Back Cover 8.5" W x 11.0" H
- Full-Page 8.5" W x 11.0" H
- Half-Page (No bleeds) 7.625" W x 4.75" H
- Quarter-Page (No bleeds) 3.625" W x 4.75" H



ARTWORK SUBMISSION: Please transmit all artwork files electronically in the proper formats. For compressed files less than 20MB in size, please e-mail directly to mychf@tdoggstudios.com. Larger files can be sent via Dropbox (or similar apps) or via FTP. Please contact Trevor Barker for login information. Physical discs can be mailed to the CHF office at the address below. Please allow for delivery time.

BRIEF: The CHF Hall of Fame Dinner Program is an 8.5" x 11" saddle-stitched publication. All half page and quarter page insertions will be surrounded on four sides by a solid black border (see pages two and three for examples). DO NOT include key-lines on your half or quarter-page insertions. Files submitted that are not sized correctly will be resized, re-bordered or rejected.

DESIGN SERVICES: CHF will provide congratulatory message design services at no additional cost. Please plan accordingly as we may not be able to accommodate last-minute requests. Contact our production manager, Trevor Barker, for more information.

FILE FORMATS: Artwork will be accepted as PRESS-OPTIMIZED PDF files (preferred). If submitting InDesign files, please convert all text to outlines (or include your font files) and package all linked graphics, logos and photos. We will also accept properly formatted EPS files. No other file formats are acceptable without prior approval. Artwork submitted that does not meet specifications will be returned and/or modified accordingly. CHF will not be responsible for output errors from improperly formatted files.

COLOR: The Hall of Fame Program will be produced in full color on a sheet-fed press using gloss paper stocks. Please prepare your artwork for CMYK output by converting all spot colors to process. All linked graphics should be in the proper format. Any non-process colors that are included in the file will be converted to CMYK. The conversion process may cause undesirable color shifts. Total ink density should not exceed 300%.

BLEEDS: Two-page spreads, inside cover positions and all full page insertions must include full bleed of the artwork on four sides. Please create your artwork to include 0.125" bleed space **BEYOND THE SPECIFIED INSERTION SIZE** and include appropriate trim marks. We recommend you keep your text 0.625" from trims. Our half-page and quarter-page ads do not allow for bleeds (see pages two and three for examples).

GRAPHICS AND LOGOS: Photographs should be optimized for 175 LPI output (350 DPI at output size) as CMYK TIF or JPG files. Logos should be provided as vector EPS files for optimum reproduction clarity. Please do not use web-optimized graphic formats such as PNG, BMP, or GIF. These file types generally are insufficient for high-quality imaging.

<p>For sponsorship, congratulatory message advertising or billing questions, please contact: Terri Brunson, Executive Director, CHF Phone: 916.340.3340 • E-Mail: tbrunson@mychf.org</p>	<p>For technical questions, artwork submission or to discuss design services, please contact: Trevor Barker, Production Manager Phone: 916.799.3538 • E-Mail: mychf@tdoggstudios.com</p>
<p>California Homebuilding Foundation 1215 K Street, Suite 1200 Sacramento, CA 95814 <i>CHF reserves the right to use any photos, recordings, electronic images or publicity material received by or obtained in the course of this event for future use without compensation to the attendee.</i></p>	

FULL PAGE: 8.5" W x 11.0" H (shown with bleed)

Congrats!

HALL OF FAME • CLASS OF 2019

MOHAWK FLOORING AND DALTILE

congratulate the 2019
inductees into the California
Homebuilding Foundation's
Hall of Fame:

JIM BOYD
SHERYL PALMER
THOMAS J. MITCHELL
JOAN MARCUS WEBB

Your remarkable achievements
makes each of you uniquely
deserving of this prestigious
honor. Cheers!


MOHAWK

 **daltile**

HALF PAGE (No Bleed): 7.625" W x 4.75" H

Congratulations

JIM BOYD • THOMAS J. MITCHELL • SHERYL PALMER • JOAN MARCUS WEBB

We Honor Your Immeasurable Contributions
to the Homebuilding Industry



Jackson Tidus
A LAW CORPORATION

QUARTER PAGE (No Bleed): 3.625" W x 4.75" H



Serving communities.
Changing lives.
What matters to
you matters to us.

At EY, we're proud to support California Homebuilding Foundation's 2019 inductees **Tom Mitchell** and **Joan Marcus Webb**. It's an achievement that helps drive us all forward. We hope you'll join us in congratulating them.

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ADAMS STREETER
Civil Engineers
appreciates our business
with **TRI POINTE HOMES**
over the years and would
like to congratulate

TOM MITCHELL

on your induction into
The California Homebuilding
Foundation Hall of Fame!

AS
ADAMS STREETER
Civil Engineers