



# 2022 HALL OF FAME

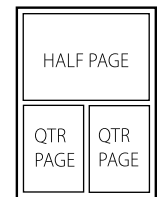
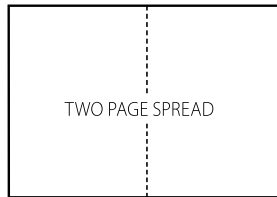
## TECHNICAL SPECIFICATIONS FOR DINNER PROGRAM CONGRATULATORY MESSAGES

**SPACE RESERVATIONS DEADLINE: MAY 11, 2022**

**ARTWORK SUBMISSION DEADLINE: MAY 25, 2022**

Show your support for the 2022 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 (Bleeds allowed) ..... 17.0" W x 11.0" H
- Inside Front / Back Cover (Bleeds allowed) ..... 8.5" W x 11.0" H
- Full-Page (Bleeds allowed) ..... 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 Trever Barker for login information. Physical discs can be mailed to the Foundation office at the address below. Please allow for delivery time.

**BRIEF:** The California Homebuilding Foundation 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:** The Foundation 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, Trever 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. The Foundation 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.

**For sponsorship, congratulatory message advertising or billing questions, please contact:**  
 Terri Brunson, Executive Director  
 Phone: 916.340.3340 • E-Mail: tbrunson@mychf.org

**For technical questions, artwork submission or to discuss design services, please contact:**  
 Trever Barker, Production Manager  
 Phone: 916.799.3538 • E-Mail: mychf@tdoggstudios.com

**California Homebuilding Foundation | 1215 K Street, Suite 1200 | Sacramento, CA 95814**  
*California Homebuilding Foundation 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.*

Honoring

• **JEFFREY ROOS**

Lennar Corporation

And the other inductees in the  
2021 Class of the  
California Homebuilding Foundation  
Hall of Fame

• **Kent Aden**

HomeFed Communities

• **Steve Kalmbach**

PulteGroup, Inc.

• **Steven Kellenberg**

Kellenberg Studio

• **William R. Parker**

Parker Development Company

We offer our congratulations and  
appreciation for your leadership  
in our industry.

**Bassenian | Lagoni**  
ARCHITECTURE • PLANNING • INTERIORS

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

# Congratulations Bill

As your partner for the past 23 years, Catellus has had a front row seat to watch your dedication to the highest ideals of our industry. Your stewardship of the Serrano and Parkway communities has been remarkable. Congratulations on a storied career of success, conducted at all turns with steadfast integrity.



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

# Steve!

**WE ARE SO PROUD OF YOU!**

~ From your Family ~  
*(Including the four legged ones!)*



Steve Kalmbach • CHF Hall of Fame • Class of 2021

Congratulations  
**KENT ADEN**  
and all of this year's inductees  
to the California Homebuilding  
Foundation's Hall of Fame.

**SheppardMullin**

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