



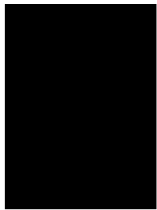
February 27, 2010

PROGRAM AD/TRIBUTE SPECIFICATIONS

Thank you for being a part of Hillsides' Annual Benefit. Below are specifications to guide you and your company in getting the most from your advertisement or tribute.

Your sponsorship provides you with a 4-color or black and white ad:

Full Page



4 1/2" X 7 1/2"

Half Page



4 1/2" X 3 1/2"

Quarter Page



3 1/2" X 2 1/4"

ARTWORK SHOULD BE RECEIVED BY: JANUARY 10, 2010

PRODUCTION

Any of the following Macintosh or PC files are acceptable:

- Adobe Photoshop, InDesign, or Illustrator
- QuarkXpress 6.0 or previous versions
- Digital files should be either EPS, TIFF, JPEG or PDF

A 4-color or black and white laser copy should accompany your file along with fonts, any illustrations or scans. The resolution of an illustration or scan should be saved as 300 DPI. No bleeds are accepted. Please review the size of your ad when designing it. **No film will be accepted.** We work in a digital environment.

Please remember that your **advertisement should be received no later than January 10th** to help us meet our printing deadline. Thank you, once again, for supporting Hillsides' Annual Benefit 2010.

If you have any questions, call Nicola Wilkins-Miller, Development & Communications Assistant, at (323) 254-2274, ext. 454. Please e-mail files to nwilkinsmiller@hillsides.org or mail ad files to:

Hillsides
940 Avenue 64
Pasadena, CA 91105
Attn: Benefit Ads

OVER

PROGRAM AD/TRIBUTE SPECIFICATIONS

Do you need assistance with designing your ad or tribute? Hillsides can help!

- Yes, I want your help!

Name: _____ Phone: _____

Company: _____ E-mail: _____

Address: _____

Fax: _____

DESIGN

We will need your logo, any illustration or scan in addition to your wording, stated below:

Along with this form, please include any fonts, illustrations or scans. Please note that your logo must be in the following formats: AI, JPEG, EPS, TIFF or PDF. The resolution of an illustration or scan should be saved as 300 DPI. We have limited scanning capabilities. We use Adobe Creative Suite to create the ad.

Hillsides will fax or email a proof for your approval by January 17, 2010. We are on a printing deadline, so your approval by January 26th is requested.

Please remember that your advertisement should be received no later than **January 10, 2010** to help us meet our program printing deadline. Thank you, once again, for supporting Hillsides' Annual Benefit 2010.

If you have any questions, call Nicola Wilkins-Miller, Development & Communications Assistant, at (323) 254-2274, ext. 454. E-mail scans, wording and contact information should be directed to nwilkinsmiller@hillsides.org or mail necessary files to create your advertisement to:

Hillsides
940 Avenue 64
Pasadena, CA 91105
Attn: Benefit Ads
FAX: (323) 255-0962

Please visit our website at www.hillsides.org