DISORIENT ASIAN AMERICAN FILM FESTIVAL IMAGE SPECIFICATIONS

Sponsorship Logos for Print

Logos sent to DisOrient for *print* are placed on the program pages and on the poster. The poster is printed in **full color**, and the program pages are in **grayscale**.

Logos can be in full color. A grayscale format is not required for the logo, as long as it's understood that it may change the overall look of the logo when converted to grayscale.

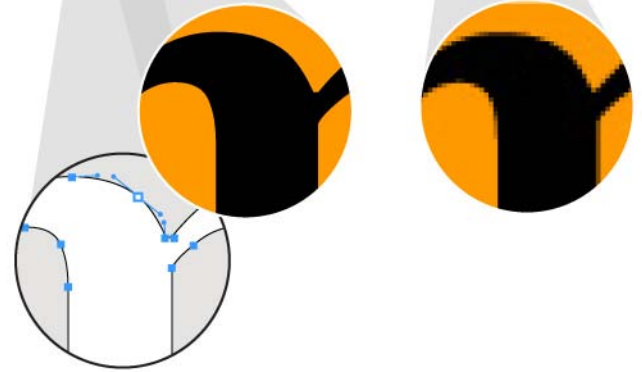Failure to provide logos by deadline will result in exclusion from all print material.

Logo Requirements:

- Minimum size of 5" x 5"
- Minimum 300 DPI for Raster files (JPEG, PSD, TIFF)
- No size requirement for Vector Files (PDF, EPS, AI)
- **Following files accepted:** JPEG, PDF, EPS, TIFF, AI or PSD

Things to Note:

• Logos that will appear on the poster will fit into a space on the bottom of the poster that is approximately 3" x 11". Depending on the amount of sponsors, the logo sizes will vary as far as scale.
(examples to right)

• If unable to provide the correct size of the logo, please consider the following option:

  - Recreation of Logo - $50
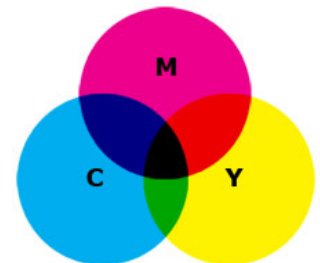

Sponsorship Logos for Screen

Logos sent to DisOrient for the trailer will be in full color.

Logo Requirements are as follows:

- Minimum size of 600 pixels wide
- Color profile is set to RGB
- Transparent background is preferred
- Minimum 72 DPI for Raster files (PNG, TIFF)
- No size requirement for Vector Files (PDF, EPS, AI)
- **Following files accepted:** PNG, PDF, EPS, TIFF, or AI
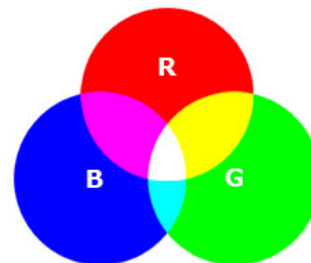
RGB - Subtractive Colors   CMYK - Additive Colors

Sponsorship Ads for Program

The DisOrient program is printed in grayscale. Ad can be sent in full color as long as it is understood that the overall look may change when converted to grayscale.

Failure to provide ad by deadline will result in exclusion from the program. Depending on your level of sponsorship, it will entitle you to a certain sized ad in the program. Ad format and sizes indicated on this page and next.

Please follow guidelines OR consider the following options:

• Resizing of Incorrect-sized Ad - $25
    If provided file is not to size and has to be reworked.

• Full Creation of Ad - $50
    Creating the Ad for you from scratch.

Following files accepted: JPEG, PDF, EPS, TIFF, AI or PSD

1/6 Page Ad

2.5" x 3.875"

CMYK

Grayscale

300 dpi

Quarter Page Ad

8" x 2.5"

CMYK

Grayscale

300 dpi

Half Page Ad

8" x 5.125"

CMYK

Grayscale

300 dpi

Full Page Ad

8" x 10.5"

CMYK

Grayscale

300 dpi