



GOLDEN MIKE DINNER PROGRAM ADS

Opening Spread Full Page	Color	\$5,500
Inside Front Cover Full Page	Color	\$4,500
Inside Back Cover Full Page	Color	\$3,500
Back Cover Full Page	Color	\$4,500
Full Page [Inside]	Color	\$3,000
1/2 Page	Color	\$1,750

GOLDEN MIKE DINNER

GMA Dinner Cost Per Person	Early	\$150	Before March 10th
GMA Dinner Table of 10	Early	\$1400	Before March 10th
GMA Dinner Cost Per Person	Late	\$175	After March 10th
GMA Dinner Table of 10	Late	\$1750	After March 10th

FOR QUESTIONS PLEASE CONTACT

RTNA Golden Mike
(562) 987-4545
info@rtna.org
www.rtnasocal.org





GOLDEN MIKE DINNER COMMERCIAL SPOTS

- Commercial Ad or Sponsor Spot :30 second \$ 500 with full page AD**
 Spot needs to be ready for air
- Commercial Ad or Sponsor Spot :30 second \$ 1,000 without AD**
 Spot needs to be ready for air
- Billboard Sponsor a category :15 second \$ 300 with full page AD**
 Graphics does not need to be produced, announcer voice will be added
 Script optional
- Billboards Sponsor a category :15 second \$ 700 without AD**
 Graphics does not need to be produced, announcer voice will be added

VIDEO QUALITY

Broadcast quality HD 1080i NTSC

Broadcast Quality 1280x720 high-resolution JPEG, TIFF

(Please include a low-res JPEG or screenshot of the final artwork along with the PDF file)

FOR PAYMENT & TECHNICAL QUESTIONS

RTNA Golden Mike
Please Contact: Maydie Encinas
(562) 987-4545
info@rtna.org

www.rtnasocal.org





GOLDEN MIKE DINNER PROGRAM ADS

TECHNICAL SPECIFICATIONS FOR ADS

Please send ads via e-mail to: getelaine@gmail.com and info@rtna.org

ACCEPTABLE FILE FORMATS:

300 DPI high-resolution JPEG, TIFF or print ready PDF

(Please include a low-res JPEG or screenshot of the final artwork along with the PDF file)

DIMENSION AND BLEED

- Final booklet is **8"W x 10.5"H** in **vertical** format.
- Live area is 0.375" away from all edges.
- Spread - 16"W x 10.5"H with additional 0.125" around all edges for bleed.
- Full Page - 8"W x 10.5"H with additional 0.125" around all edges for bleed.
- Half Page - 8"W x 5.125"H with additional 0.125" around all edges for bleed.

COLOR/IMAGES

- This is a full-color (CMYK) booklet.
- Please work with images at **300 DPI/150 LPI in its actual dimensions** for optimum resolution quality (e.g., when an image needs to appear as 8"W x 10.5"H in the final, make sure it's at 300 DPI at 8"W x 10.5"H to begin with, not enlarged to become 8"W x 10.5"H).

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DINNER PROGRAM ADVERTISING AGREEMENT

ADVERTISING DEADLINE: WEDNESDAY, MARCH 8, 2023

I/We agree to all terms and conditions and reserve the space indicated below. I certify that I am authorized to contract advertising space for my company. We, the advertiser, agree to supply the RTNA with final ad artwork in accordance with the specifications and selected size as indicated below no later than Wednesday, March 2, 2023. I/We, the advertiser, also agree to make payment for the purchased space no later than Friday, March 17, 2023. Checks should be made payable to "RTNA". We further understand and agree that any account balance that remains unpaid longer than sixty (60) days beyond the above date will be subject to interest accruing at the rate of 1% per day beginning the 61st day beyond the above date. NOTE: Any ad ordered that requires artwork or typesetting will be billed at a minimum cost of \$50 over and above the space cost. RTNA reserves the right to refuse any ad.

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PLEASE FILL OUT AND SIGN
EMAIL TO inf@rtna.org

COMPANY _____

AD SIZE _____

AUTHORIZED BY _____ SIGNATURE _____

TITLE _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

E-MAIL _____

PHONE () _____ CELL NUMBER () _____

SPECS AND RATES
(ALL RATES ARE NON-COMMISSIONABLE)

SEND PAYMENT TO: Radio and Television News Association
RTNA Golden Mike Ads/Credit Cards Accepted w/Fee
6520 Platt Avenue, #445
West Hills, CA 91307-3218
(562) 987-4545
info@rtna.org