



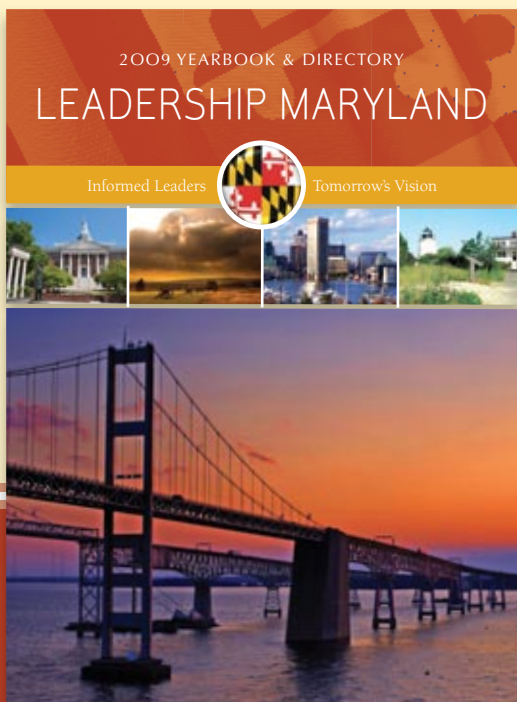
# LEADERSHIP MARYLAND

## 2010 YEARBOOK & DIRECTORY

**E**ach year, 50 *accomplished leaders* from across the state of *Maryland* are selected by a group of their peers to participate in *Leadership Maryland*. These individuals are selected based on their leadership abilities, career accomplishments, volunteer activities and personal concern and commitment to help shape the future of Maryland. They come with a broad range of experiences and insights, from different cultures and diverse lifestyles, with disparate interests and distinctive issues to confront.

**T**he *Leadership Maryland Yearbook & Directory* showcases the participants, their accomplishments, activities and events. In addition, there are listings for more than 700 members who come from a wide variety of businesses, corporations, educational institutions and government.

*This is a great opportunity to send a note of congratulations to the Leadership Maryland Class of 2010.*



## DISTRIBUTION:

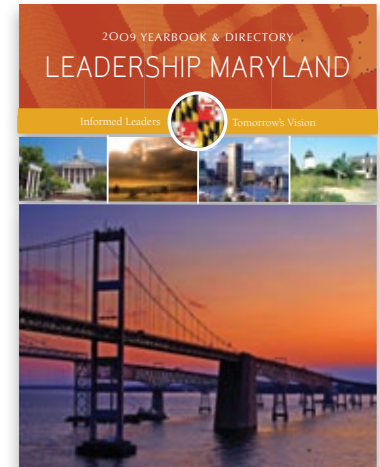
*Copies are mailed to every member, county executives and state government leaders. In addition, 1,400 are sent to individual prospective participants. Copies are also distributed at major trade shows and conferences.*

## TO ADVERTISE

Contact Joyce Michael  
443-909-7830; 443-929-0727 *mobile*  
[joyce.michael@mediatwo.com](mailto:joyce.michael@mediatwo.com)

## NET ADVERTISING RATES

SIZE	DIMENSIONS	4-COLOR	B/W
Full-Page	7 x 10	\$4,000	\$2,995
2/3 Page	4-5/8 x 10	\$3,000	\$2,200
1/2 Page Vertical	4-5/8 x 7-3/8	\$2,500	\$1,775
1/2 Page Horizontal	7 x 4-3/4	\$2,500	\$1,775
1/3 Page Square	4-5/8 x 4-3/4	\$1,250	\$895
1/3 Page Vertical	2-1/4 x 10	\$1,250	\$895
1/6 Page Horizontal	4-5/8 x 2-3/8	\$895	\$500
1/6 Page Vertical	2-1/4 x 4-3/4	\$895	\$500



### PREMIUM POSITIONS: 4-COLOR ONLY

Back Cover	7 x 7-3/4	\$5,500
Inside Front Cover	7 x 10	\$5,100
Inside Back Cover	7 x 10	\$4,800
Page 2, 3	7 x 10	\$4,600

TRIM:	8-1/8 x 10-7/8
BLEED:	8-3/8 x 11-1/8
BLEED BACK COVER:	8-3/8 x 8-1/4

FOR MORE  
INFORMATION, CONTACT

**Joyce Michael**

**443-909-7830**

**443-929-0727 mobile**

**joyce.michael@mediatwo.com**

## ADVERTISING REQUIREMENTS

### CAMERA-READY ADS

#### High Resolution Press-Ready PDF (X1-A) Preferred format

- EMBED FONTS – DO NOT use TrueType fonts. Use Type 1, Open Type or postscript fonts only.
- Supporting images MUST BE CMYK.
- High resolution images – 300 dpi – must be included when file is saved.

#### Adobe InDesign CS3

- Convert to a PDF or preflight and package ad including graphics and fonts.

#### Adobe Illustrator CS3

- Save as EPS.
- Convert text to paths or outlines.
- Images should be CMYK. DO NOT place RGB images.

#### Adobe Photoshop CS3

- Save as TIFF with LZW compression turned off and layers flattened.
- Save as EPS for Clipping Paths. No JPEGs.
- Construct ad at 300 dpi.
- Must be CMYK or Grayscale – No RGB images or spot colors..

### GRAPHICS

- Must be CMYK or Grayscale – NO RGB images or spot colors.
- DO NOT include images or logos taken from a web site. The resolution is too low.
- TIFF images preferred. Save as EPS for Clipping Paths. JPEGs not recommended.
- When using TIFF files make sure layers are flattened.
- Save EPS files with Binary encoding – No JPEG encoding – Do not nest EPS files.
- Resolution: 300 dpi for photos, 1200 dpi for bitmap files.
- Digital cameras: set camera's resolution at its highest setting or 1600 x 1200 pixels.
- If possible, include logos as EPS files

### FONTS

- Include all screen and printer fonts – Do not use TrueType fonts.
- EPS files should have type converted to paths or outlines.
- No PC fonts – Supply ad as high-resolution PDF, TIFF or outlined EPS.

### PROOFS

- **ALL ADS MUST BE ACCOMPANIED BY A HARD-COPY PROOF.** Without a hard-copy proof we cannot be responsible for ad quality. Laser and ink jet proofs acceptable for content only.
- Rainbow, Iris or equivalent color proof required for accurate color reproduction.

### UNACCEPTABLE FORMATS

- Quark XPress, Adobe PageMaker, Microsoft Publisher, Corel Draw, Quark Xpress for PC, Microsoft Word, Excel and Power Point cannot be accepted as camera-ready formats.

### AD PRODUCTION SERVICES

Full ad design services are offered through Media Two. Advertisers submitting non-camera-ready materials will be charged. A list of fees is available upon request. (minimum charge \$75)

ACCEPTABLE MEDIA: (1) E-mail: ads@mediatwo.com. (2) FTP: Contact Chris Milton for instructions at 443-909-7832, or e-mail chris.milton@mediatwo.com. (3) CD-Rom: Mail to Chris Milton, Media Two, 1014 West 36th Street, Baltimore, MD 21211