

# Program Book 2010

## APPETITE FOR AWARENESS a gluten-free cooking spree

The Program Book, distributed to all attendees at Appetite for Awareness, is a keepsake resource book that will be used throughout the year. The Program Book not only provides information specific to Appetite for Awareness 2010, but also offers an abundance of resources about the gluten-free diet including where to find hidden gluten and common substitutions for gluten-containing foods and coupons.

A highlight of the program book is the Restaurant Info pages, which include the names, addresses, phone numbers, websites and hours of operation for participating restaurants, as well as a full biography for participating chefs. Each chef has also chosen a "Chef's Pick" that enables each chef to highlight a particular menu item of interest for gluten-free diners.

Finally, the Marketplace supplement provides an alphabetical list (with websites included) of all vendors included in the Vendor Marketplace at Appetite for Awareness.

**Back Cover:** \$2,500 (color)  
**Inside Covers:** \$2,000 (color)

**Full Page:** \$1,000 (color)  
**Half Page enhanced:** \$500 (color)

**Half Page:** \$300 (b/w)  
**Business Card:** \$250 (b/w)











## 2010 Program Book

### Ad Reservation Form

#### Color Ad Rates

Back cover	\$2,500
Inside covers	\$2,000
Full Page	\$1,000
Half Page	\$500

#### Black and White Ad Rates

Half page (5.5"w x 4"h)	\$300
Business Card (3.5"w x 2"h)	\$250

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Ad size: \_\_\_\_\_

I would like to use the same ad as last year \_\_\_\_.

Name of Solicitor: \_\_\_\_\_

Ads are due by **October 1, 2010**. Forms may be faxed to: 215-643-1707. Technical specifications are available on our website at [www.CeliacCentral.org/a4a](http://www.CeliacCentral.org/a4a). Please review specifications carefully before sending your ad.

Please mail your check made payable to the NFCA:

Or to pay by credit card:

Mastercard      VISA      Amex

Jennifer North  
NFCA  
PO Box 544  
Ambler, PA 19002

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Contact Program Book Chair Robbin Cramer with questions at [rc2thmom@aol.com](mailto:rc2thmom@aol.com) or (215) 643-4343.



**National Foundation for Celiac Awareness**  
PO Box 544, Ambler PA 19002. [jnorth@celiaccentral.org](mailto:jnorth@celiaccentral.org)  
[www.celiaccentral.org](http://www.celiaccentral.org)



## **APPETITE FOR AWARENESS:** *A Gluten-Free Cooking Spree*

### **PROGRAM BOOK ELECTRONIC AD SUBMISSION REQUIREMENTS**

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#### **Program Book Specifications**

- Final Size of Program Book: 6" x 9"
- Full Color and Grayscale with No Bleed

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#### **Ad Sizes Available**

- Back Cover: 5.5" wide x 8.5" high
- Inside Covers: 5.5" wide x 8.5" high
- Gold Full Page: 5.5" wide x 8.5" high
- Silver Full Page: 5.5" wide x 8.5" high
- Full Page: 5.5" wide x 8.5" high
- Half Page: 5.5" wide x 4" high
- Business Card: 3.5" x 2"

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#### **Electronic Ad Specifications Required for Submission**

- **We only accept Ads as High Res PDF or High Res JPEG files.**

##### **Checklist:**

- All Colors must be CMYK Process Color or Set to Grayscale
  - No RGB or PMS Spot Colors
- All Photos and Graphics must be 300 dpi resolution, No Web Images
- All Layers must be flattened before submission
- All Fonts must be embedded

- **File Name: A4A \_ *the name of advertiser*.pdf or .jpg**

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**For any Technical questions contact:**

**Mia Ferraro-Tucker, Eventricity**

**office: 215.886.0202 | cell: 215.805.6596**

**Please email all Ad files to [miadesigns@comcast.net](mailto:miadesigns@comcast.net)**