

## HOTEL KEY CARDS

- Sponsor reserves first right to retain opportunity the following year
- Sponsor provides final art (VETgirl reserves right to approve)
- Please submit all files as a zipped folder to [tracy@vetgirlontherun.com](mailto:tracy@vetgirlontherun.com) (NTE 10MB).



## HOTEL KEY CARDS \$5,000

### Qty

- 1,000 Max

### Front

- 3.375" x 2.125" (single/double-sided acceptable)
- Bleed Area 3.625" x 2.375"
- Live Area 3.125" x 1.875"

### Back

- Live Area 3.125" x 1.875"
- 

See the attached template for details.

Final Art Due: 5/15/25

Proof Approval Due: 5/27/25

Ship Date: 6/13/25

ETA Hotel: 6/16/25

### Software Applications

We accept artwork created in most industry-standard software applications, including the current versions of Adobe InDesign, Illustrator, and Photoshop. Please do not submit Microsoft Word, Excel, PowerPoint or Publisher files. High-resolution PDFs are accepted – please make sure files include bleed. Also, include a directional arrow in the design unless the keycard is RFID technology.

### File Info & Formats

Please submit vector artwork whenever possible. If creating artwork in Photoshop, please submit layered, CMYK files. The resolution should be 300 at the actual size. Do not send low-resolution images from the internet. Supply all necessary fonts and images. Package your documents to ensure everything is included. All type should be at least 6pt. in size. To be legible, the reversed type should be at least 8pt.

Artwork using PMS colors and Photoshop Duotone files are accepted. Keep all non-bleed elements (logos, etc.) " inside all edges of the keycard. Bleed, if applicable, should extend " beyond the edges of the card. All rules and outlines should be .5 pt. or greater. Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

## SNAPSHOT

### DISTRIBUTION

- Key cards are distributed to attendees who book within the VETgirl hotel block at the Hyatt Regency host hotel upon checkin.

### AUDIENCE

- Audience average 1,000
- Veterinarian 80%
- Veterinary Technician 20%
- 90% Female
- 60% Early - Mid Career
- 50% Make the recommendation or are the primary decision maker



## TRACY COVERT

VETgirl - Director, Marketing

702.556.7833

[tracy@vetgirlontherun.com](mailto:tracy@vetgirlontherun.com)

## HOTEL KEY CARDS

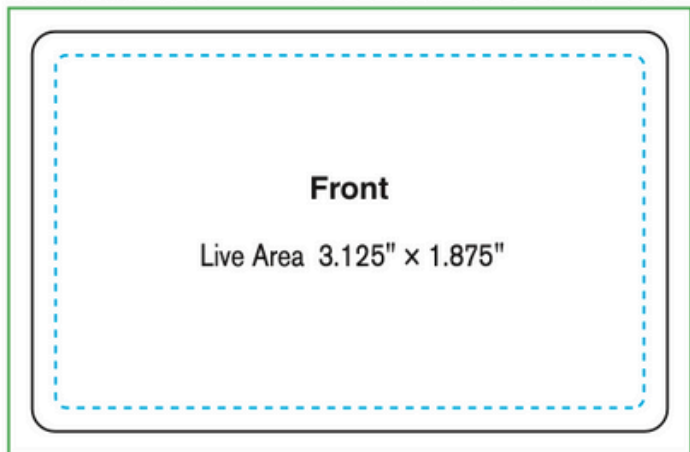
- Sponsor reserves first right to retain opportunity the following year
- Sponsor provides final art (VETgirl reserves right to approve)
- Please submit all files as a zipped folder to [tracy@vetgirlontherun.com](mailto:tracy@vetgirlontherun.com) (NTE 10MB).



### RFID

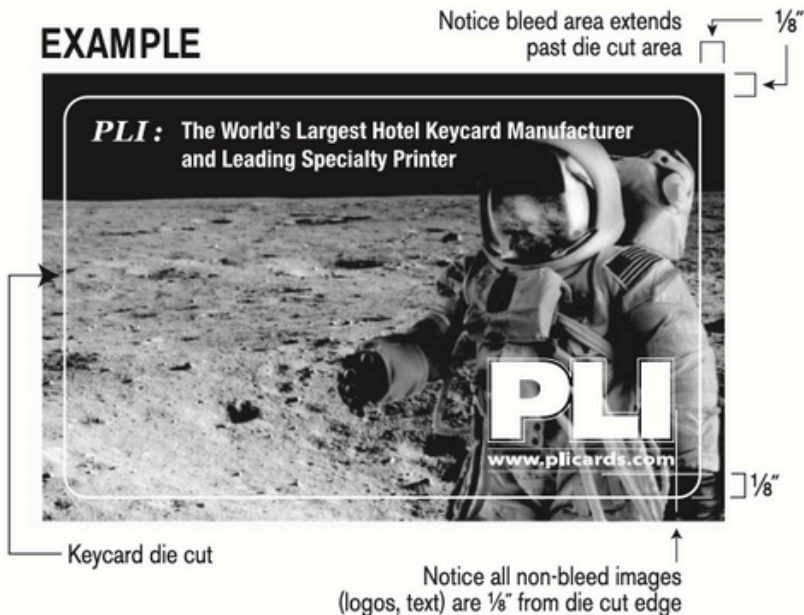
3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please note that RFID keycards do not require a directional arrow.

### EXAMPLE



Non-bleed images should not be closer than 1/8" to all card edges.