

## Event Program Ad Specs - 8.5"Wx11"H

Ads are available in three sizes. Full-page, 8.5"x11," half-page, 8.5"x5.5," and quarter page, 4.25"x5.50."

### FULL-PAGE AD

8.5"W X 11"H

### MECHANICAL REQUIREMENTS FOR ALL ADS

- No bleed
- All ads print in four-color process (CMYK).
- Each ad will be bordered by a one-point black rule.

### ELECTRONIC SUBMISSION FORMATS

**PREFERRED FORMAT:** PDF x1a or TIFF. QuarkXpress or InDesign files *must* be converted to PDFs ("press quality" CMYK/300dpi, maximum quality, fonts fully embedded – not subsets).

**OTHER ACCEPTABLE FORMATS:** Photoshop TIFF (CMYK/300dpi, flattened to single layer), or Adobe Illustrator EPS (CMYK, all fonts converted to outlines and rasterized graphics embedded). We cannot be held responsible for color accuracy.

**IMAGES:** Photoshop TIFF or JPEG (CMYK/300dpi)

**LOGOS:** Adobe Illustrator EPS (all fonts converted to outlines and rasterized graphics embedded), Photoshop TIFF or JPEG (CMYK/300dpi)

### NON-COMPLIANCE

**SIZE:** If the ad is sized incorrectly, we reserve the right to resize and/or re-create it to fit accordingly.

**FORMAT:** We cannot use ads, images, and logos sent as Microsoft Word or Publisher files, web graphics, or low-res graphics (under 300dpi).

### HALF-PAGE AD

8.5"W X 5.5"H

### QUARTER PAGE AD

4.25"W X 5.5"H

