PRINT ADVERTISING SPECIFICATIONS

PLEASE READ BEFORE SUBMITTING YOUR AD

❶ All colors must be CMYK, resolution of ad and photos 300 dpi. Ads with RGB, spot colors or less than 300 dpi will not be accepted.

❷ Do NOT add crop marks.

❸ Do NOT use photoshop default black, see below.

❹ If the ad does not meet the required specs, we won't be able to use it in the program book.

AD DIMENSIONS

• **Full Page Ad**
Trim Size: 8.5" x 11"
With Bleed: 8.75" x 11.25" - Add 0.125" on all sides for bleed. Critical graphics must fall inside the live area of 7.5" x 10" to avoid the gutter and trim.

• **Double Spread Ad**
Trim Size: 11" x 17"
With Bleed: 11.25" x 17.25" - Add 0.125" on all sides for bleed. Critical graphics must fall inside the live area of 10" x 16". *Do not place critical graphics in the center to avoid the gutter.*

• **1/2 Page Horizontal Ad**
Final Size: 7.82" x 5.12"

• **1/4 Page Vertical Ad**
Final Size: 3.88" x 5.12"

NAMING YOUR AD

Please use the name of your organization in the file name and include date of upload. If your ad is a revision, please add the word "Rev" and the revison number.
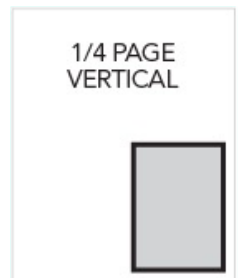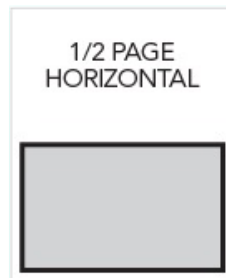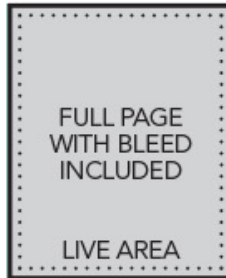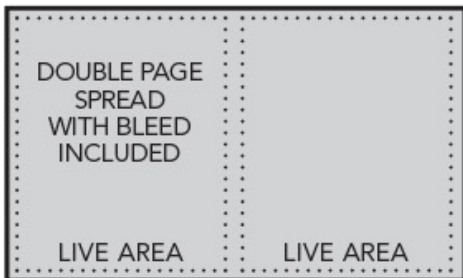**(ex.OrchardGroup120521Rev1.pdf)**

UPLOADING YOUR AD

1. Accept the invitation to join our dropbox from **Terri Saliba**.
2. If you have any trouble with the dropbox link, or don't get the invitation, please email **Anna Wilson**.
3. When ready, open the dropbox folder and drag your artwork into it - it will sync automatically on our end.
4. Email **Anna Wilson** when your ad is uploaded.

ACCEPTED FORMATS

PDF is the preferred file format for ad submission. All PDF's must be saved as Press-ready, 300 dpi images, CMYK colors only, no spot colors, 0.125" bleed on full page ads, no crop marks, fonts embedded or outlined. PDFs can be made from InDesign, Photoshop, or Illustrator.

If your ad contains large areas of black, please use this rich black breakdown: Cyan-40, Magenta-30, Yellow-30, Black-100. Please use "Black Only" or 100% black for all text and drop shadows. Do not use the photoshop default black in your files to prevent your ad from being returned for revision.

DOUBLE PAGE SPREAD WITH BLEED INCLUDED — LIVE AREA | LIVE AREA

FULL PAGE WITH BLEED INCLUDED — LIVE AREA

1/2 PAGE HORIZONTAL

1/4 PAGE VERTICAL

** Gold sponsors receive one full page ad and Platinum sponsors receive a two page spread. **
Groups that buy 100 registrations receive a 1/4 page ad and Groups that buy 200 or more registrations receive a 1/2 page ad.

For questions please contact Mary Beth King at marybeth@exponential.org.