

CONFERENCE PROGRAM ADVERTISING ARTWORK GUIDELINES OVERVIEW

GENERAL INFORMATION:

Program/Addendum Page Size: 8.5" x 11"

Max Image Area: Color (in program book only): 8.5" x 11" (may bleed, provide an additional .125" on all sides.) B&W: 7.5" x 10" (Full-page, no bleeds allowed) or 7.5" x 4.75" (half-page, no bleeds allowed)

The Conference Program is a perfect bound book. Cross-overs in two-page spreads should take a .5" inside margin into account. No cross-overs allowed in the Program Addendum or the NABE Magazine.

MATERIALS SUBMISSION:

Files must be submitted electronically on a CD by mail or by compressed archive by email. Advertiser must also supply a printed proof output at 100% for printer reference. **No film will be accepted for ad placement in the 2010 conference publications.**

If your ad is supposed to be a B&W ad, your file must contain no color elements.

Accepted file formats:

PDF files (preferred): Files must be output at 100%, WITH CROP MARKS, with bleed extending .125" beyond crops on all sides for color ads that bleed. Graphics must be optimized for printing output, with images at a minimum resolution of 300 dpi, and all fonts MUST be embedded. A proof printed at 100% is recommended. If emailing your file, you should fax a proof of your ad to 202-789-2866. We will not be responsible for printing errors on ads not accompanied by a printed proof.

Native Layout files: An Artwork must be saved as Adobe Illustrator (CS2 or less), InDesign (CS2 or less) for PC or Mac. All linked graphics and fonts used (screen & printer) MUST be included. Proof printed at 100% is recommended for printer reference. We will not be responsible for printing errors on ads not accompanied by a printed proof.

Adobe Illustrator, Adobe InDesign, or Adobe PDF files are the only acceptable file formats for your ad layouts.

Questions regarding artwork formatting should be directed to
Celia Torres
1-202-898-1829
c-torres@nabe.org

See front of contract for deadlines. Send final ad materials to:

NABE Headquarter
NABE, 1313 L Street NW, Suite 210,
Washington, DC 20005-4100