



AD INSERT SPECS STN 2020 CONVENTION PROGRAM BOOK

SIZES:

Full page 8" wide x 10.5" tall
Half page 8" wide x 5" tall
¼ page 3.75" wide x 5" tall
No bleed edges, 4- color, CMYK, 300 dpi

PREFERRED DOCUMENT FORMATS

Adobe Acrobat PDF file (.pdf)

PDF Preset: PDFX-1A

Resolution: 300 dpi (dots per inch)

Acceptable Document Formats / Native Applications

- Adobe InDesign CC (.indd)
- Adobe Photoshop (.psd)
- Adobe Illustrator (.ai or .eps)

Graphic Requirements

All graphics must be high resolution (300 dpi or above at 100%) EPS, TIFF, PICT, JPEG-Hi-res files, also must include original (native) files. We are unable to accept: JPEG (below 300 ppi), GIF, Word, Metafile or any internet graphics for print.

** We cannot output color files created with RGB – all color files must be created using CMYK.*

Fonts

Only postscript and open type fonts accepted. True Type will not be accepted.

Must include both printer and screen fonts with Native Applications Ad files.

Fonts in ad files created on a PC will be substituted with the closest matching OpenType font.

SPACE RESERVATION DEADLINE:

Wednesday, January 8, 2020

ART DEADLINE:

Friday, January 17, 2020