

DEAM14 Specs

PROGRAM BOOK AD SPECS

The 8.5" x 11" program book will be digitally printed in full CMYK color process.

Ad Sizes

Below are the criteria you should use when designing your ad (all measurements are width x height):

Full	7.5" x 9.5"
Half	7.5" x 4.5"
Quarter	3.5" x 4.5"

Bleed

Ads **will not** bleed and will be placed with a 1 point black border.

Resolution

Please send only high resolution images (.pdf, .jpg, or similar), 300 dpi at 100% of the size.

LOGO REQUIREMENTS

Underwriter logos will be displayed in the program book and on the website (sized to accommodate the space).

File Type

Vector files (.eps), **preferred**

High resolution files (.jpg or similar), 300 dpi at a minimum of four inches wide

FILE DELIVERY

Please deliver all artwork to:

Lis Dennis

Lis@DirectEmployers.org

Please include the following subject lines:

- Ads: "DEAM14 Ad: [Your Company]"
- Logos: "DEAM14 Logo: [Your Company]"

Lis will respond via email to confirm the receipt of your file, usually the same day. If email delivery is unsuccessful, please call 317.874.9041 to arrange an alternate method for delivery.

CHECKLIST

- **All fonts must be embedded, converted to outlines or supplied** for proper output of your file.
- **All photos and graphics must be 300 dpi resolution.** Enlarging images to have an effective resolution of lower than 300 dpi will result in loss of quality; no web images.
- **All colors must be CMYK process.** Convert all Pantone spot colors or RGB colors to CMYK.