

# STEMCONN 2017 AD SPECS

## FILE FORMAT

High resolution, print quality PDF with fonts embedded. PDFs should be created using Acrobat Distiller, Adobe InDesign or another professional quality page layout program. PDFs should be saved as PDF/X-1a files or Acrobat 1.3 compatible with no transparency.

We do not recommend setting print ads in Photoshop or saving ads as JPGs.

## RESOLUTION

300dpi

**Note:** Type will reproduce best if set in a page layout program. Black text should be 100% black and not made of multiple colors. Dropout (reverse) type in a black only area should be at least 10 pt.

## COLOR SPACE

The program is printed in CMYK. No RGB or spot colors. Ad files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

Use 100% black for type.

## DOCUMENT SIZE

PDFs should be created to the exact ad dimensions. Do NOT include extra margins, crop marks or other non-printing information.

**Full page:** 3.75 in. wide x 10.5 in. high

**1/2 Page:** 3.75 in. wide x 5.125 in. high

**1/4 Page:** 3.75 in. wide x 2.4375 in. high

## BORDER/RULE

The ad will be inset from the page edge 1/4 in. If you desire a border for your ad, please include it *inside* the ad dimensions.

## DELIVERY METHOD

**Email complete, press-ready ads to:**  
matt@HotWhiteCreative.com

**Subject line**  
StemConn2017 Ad

**Email message**  
Contact name and information  
Advertiser name  
Ad size

**STEMCONN 2017**

Full Page Ad Dimensions  
3.75 in. wide x 10.5 in. high

**STEMCONN 2017**

1/2 Page Ad Dimensions  
3.75 in. wide x 5.125 in. high

**STEMCONN 2017**

1/4 Page Ad Dimensions  
3.75 in. wide x 2.4375 in. high