



**Advertising Specifications for
2019 AMEC Printed Program Booklet**

Book Trim Size: 8.5" (wide) x 11" (deep), plus 1/8" bleed on all four sides

Print Ad Sizes:

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| Full Page (no bleed): | 7.5" x 10" |
| Full Page (with 1/8" bleed all around): | 8.75" x 11.25" (live area 7.5" x 10") |
| Half Page (no bleed): | 7.5" x 4.875" |
| Half Page (with 1/8" bleed all around): | 8.75" x 5.625" (live area 7.5" x 4.875") |
| Quarter Page (no bleed): | 3.625" x 4.875" |
| Quarter Page (with 1/8" bleed all around): | 4.375" x 5.625" (live area 3.625" x 4.875") |

Keep all important information, such as text, within the live area.

Preferred Choice for Finished Ads: High-res PDF file with all FONTS embedded. Other choices: InDesign CS3/lower, Quark 6.5/lower, PhotoShop CS3/lower, and Illustrator CS3/lower. To insure reliable output, always "Create Outlines" when using fonts in Illustrator.

Acceptable: Files created in other applications should be saved as a PDF or EPS files with all fonts, hi-resolution images embedded. Finished ads on CD must include fonts (Both "Printer" and "Screen" fonts) and images (4/C high-resolution EPS and TIFF files.) All color ad material must be supplied C-M-Y-K.

DPI: Resolution for artwork needs to be **300** dpi at 100%. Anything over 300 dpi is subject to being reduced. Any artwork under 300 dpi may affect print quality and reproduce either blurry or bitmapped.

Proofs: *Please send printed proofs or lasers.* We cannot accept responsibility for incorrectly printed ads if you only supply a PDF with no hard proof or laser for us to compare whether fonts are printing correctly.

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| <p>All material and proofs should be sent to: DAS Graphics and Printing, Inc. Attn: Monica Drew dasinc002@aol.com</p> | <p>Please copy (cc) SNMA at: conferences@snma.org We will confirm receipt of your ad.</p> |
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If you have technical questions, please contact DAS Graphics and Printing. If you have questions about the content of your ad, you may contact Annette McLane at (202) 882-2881, Ext. 103 or conferences@snma.org.

WE MUST RECEIVE YOUR AD BY COB MARCH 15, 2019.

Also be sure and review terms and conditions for advertising fulfillment found in "Exhibit Options", in our Exhibit and Advertising Guide, located under "Latest News" in the on-line AMEC registration module.