

# 2018 Advertising Specifications

Size	Shape	Live Area	Trim	Bleed
Full Page	vertical only	7 ¼ x 10"	8 x 10 ¾"	8 ¼ x 11"
½ Page	vertical	3 ⅜ x 9 ⅞"	N/A	N/A
	horizontal	7 ¼ x 4 ⅞"	N/A	N/A
¼ Page	vertical	3 ⅜ x 4 ⅞"	N/A	N/A
Back Cover	vertical only	7 ¼ x 7 ¾"	8 x 8 ½"	8 ¼ x 8 ⅝"



## Notes

- All ads must read left to right, top to bottom, no landscape or inversion.
- CMYK, four-color process, sheetfed printing only.

- All bleed dimensions include ⅛" bleed. For fractional ads, keep live copy ¼" from trim and crop marks. Use Live Area sizes above for full-page/back cover ads.

## Format for All Ad Sizes

### Digital Requirements

Ads are required to be submitted as high-resolution PDFs using these PDF/X-1a standards:

- (1) 1.3 version compatible (Acrobat 4 or higher).
  - (2) Process color only. No RGB images. Convert images to CMYK before creating your PDF.
  - (3) No icc tagging. No Printer Color Management turned on in the images.
  - (4) Final image (which must be embedded) resolution should be at least 300 dpi.
  - (5) All fonts must be embedded.
  - (6) Security and passwords must not be used.
  - (7) Multiple Type Masters (MM type fonts) are not acceptable.
- You may download the printer export presets (InDesign) and output/print styles (Quark) from: <http://www.ovidbell.com/postscript.htm>.

- (8) All rules in ads should be ¼" or larger.

### Media

Digital files may be provided via email, cloud service links or CD-ROM. Please send media with the issue date, advertiser name, contact person and contact phone number.

Files sent via email attachment should be less than 10MB. Compress all files into one archive using Stuffit or WinZip before sending via email.

Ship the appropriate color digital proof to the publisher via overnight service.

Ads requiring work to be completed by the publisher may incur an additional charge.

### Address

Office Technology  
Attn: Brent Hoskins  
Business Technology Assn.  
12411 Wornall Road  
Ste. 200  
Kansas City, MO 64145

### Emailed Material

Send to [brent@bta.org](mailto:brent@bta.org).  
  
Please reference the issue date for insertion and include your contact information.