

AAOE 2018 Annual Conference

Final Program Ad Submission Guidelines

Guidelines for producing and transferring digital copy for advertisements.

To avoid errors during the handling of your files, please note the following points in producing your files. Please pass this sheet on to your advertising agency or department responsible for producing your advertising copy.

Full-Page (Bleeds)

- Final: 8.5" x 11" high
- Live Area: 7.75" w x 10.25" h (no text beyond this frame)
- Bleed Size: 8.75" w x 11.25" h (+.125" around all sides)

Half-Page Horizontal (Bleeds)

- Final: 8.5" x 5.5" high
- Live Area: 7.75" w x 4.75" h (no text beyond this frame)
- Bleed Size: 8.75" w x 5.75" h (+.125" around all sides)

Half-Page Horizontal (No Bleeds)

- Final: 8.5" x 5.5" high
- Live Area: 7.75" w x 4.75" h (no text beyond this frame)
- No Bleed: white border on all sides

Full-Page Spread (Bleeds)

- Final: 17" x 11" high
- Live Area: a: 0.5" margin around, keep text away from center gutter
- Bleed Size: 17.25" w x 11.25" h (+.125" around all sides)

File

- Live Area: Keep all text and figures .25" away from trim
- **Preferred file formats: Adobe PDF** or native files: CC or lower (InDesign, Illustrator, Photoshop)
- Files should be provided as CMYK
- The file must correspond to the final layout (100%).
- The format of the advertisement must correspond to that given on the order sheet.
- Trapping in TIFF and EPS files is to be set when producing the file.
- Graphical elements need to be at least 0.5 pt. thick, and screened areas should have a tone value of at least 8 %.

Fonts

- Please use only Type 1 fonts (no True Type fonts), as these are the only ones that guarantee error-free exposure.
- Be sure to transfer all the fonts used in the document (printer and screen fonts). Alternatively, you can create the outline of the fonts or use font-including.

Figures

- Please supply all figures as uncompressed TIFF or EPS files, since these are the only ones that guarantee error-free exposure. Other formats (e.g. JPEG) or file compression can lead to loss of image quality.
- Ensure that all the figures used in the document are sent as high-resolution (fine) files.
- Do not set the print resolution in the figures.

Deadlines

To purchase advertising: Friday, February 23
Submit advertising artwork to AAOE: Monday, March 5