



Program and Buyer's Guide Ad Material Specifications

Printing: 4-color (CMYK); Binding: Saddle stitched

FULL PAGE:

- Trim size: 8.5" x 11"
- Live image area: 8" x 10" (keep critical copy and images in live area)
- Bleed page size: 9" x 11.5" (1/4-inch bleed on each side beyond trim)
- **(IMPORTANT: If submitting a PDF of a bleed ad, the finished PDF must be submitted at the full bleed size, 9x11.5, with bleed/trim marks visible).**

HALF-PAGE HORIZONTAL

- Ad Size: 8" w x 5.25" h
- No Bleed

Electronic files (in order of preference):

- Highest resolution PDF files (or PDFx1a), with all fonts embedded
- InDesign CC 2017 or earlier (complete package, with all fonts/linked graphics included)
- Illustrator or Photoshop EPS files (with all fonts/linked graphics included, or text converted to outlines)

ALL FONTS AND LINKED ARTWORK MUST BE INCLUDED OR EMBEDDED

All art and graphics must be prepared as CMYK color, unless a BW ad

(We cannot be responsible for quality problems resulting from missing fonts, artwork, and low resolution material submitted electronically.)

To submit material

- **Email or other electronic submissions: Files under 10MB can be sent via email (jerry@mayeroff.com). Larger files can be sent via Hightail to the following dropbox: <https://spaces.hightail.com/uplink/mayeroff>. If sending in a format other than PDF, please also include a reference PDF.**
- **For submission via CD, see address below.**
- **Any questions, please email jerry@mayeroff.com or call 773-761-0868.**

Ad material deadline: Tuesday, August 15, 2017

MATERIALS SHIPPING ADDRESS:

Mayeroff and Associates, 2724 West Coyle Avenue, Chicago, Illinois 60645-3018
Phone: 773-761-0868; jerry@mayeroff.com