MBACSEA

2017 Global Conference
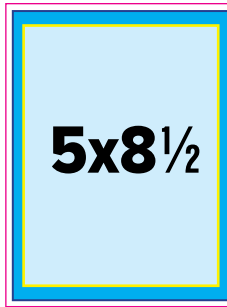
June 27 – 30 • San Francisco, CA

Ad Specification:

All files should be in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings. *Only high-res PDFs will be excepted.*

- All transparency and layers flattened.
- Set Transparency Flattener to 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- CMYK Colour only (No spot / Pantone colour or RGB colour)
- Ad image resolution 300dpi
- Ad TAC 300%, the use of ISOcoated_v2_300_eci.icc is recommended.
- Neither custom transfer functions nor custom halftones should be used.
- Crop, Bleed and Trim marks must be used, unless it is for a quarter-page ad.
- Please allow .125in bleed for full-page and half-page ads.

Full-Page Ad

■Trim:	W 5in x H 8.5 [127mm x 215.9mm]
■Bleed:	W 5.25in x H 8.75 *(.125in bleed)* [133.35mm x 222.25mm]
■Live Area:	W 4.5in x H 8in [114.3mm x 203.2mm]

5x8½

Half-Page Ad

■Trim:	W 5in x H 4.25 [127mm x 107.95mm]
■Bleed:	W 5.25in x H 4.5 *(.125in bleed)* [133.35mm x 111.125mm]
■Live Area:	W 4.5in x H 3.75in [120.65mm x 101.6mm]

Quarter-Page-Fixed Ad *(no bleed)*

■Trim:	W 2.5in x H 2.125in [63.5mm x 53.98mm]