MBACSEA
2017 European Conference
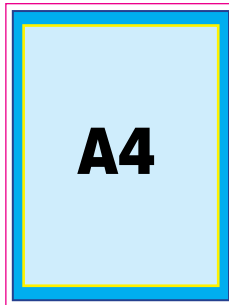### 26 – 29 March • Lisbon, Portugal

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 3mm bleed (.125in) for full-page and half-page ads.

Full-Page Ad

■ Trim:	W 210mm x H 297mm [8.28in x 11.69in]
■ Bleed:	W 216mm x H 303mm *(3mm all round)* [8.50394in x 11.93in] *(.125in bleed)*
■ Live Area:	W 190mm x H 277mm [7.5in x 10.90in]

A4

Half-Page Ad

■ Trim:	W 210mm x H 144mm [8.28in x 5.67in]
■ Bleed:	W 216mm x H 150mm *(3mm all round)* [8.50394in x 5.90in] *(.125in bleed)*
■ Live Area:	W 190mm x H 134.2mm [7.5in x 5.28in]

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

■ Trim:	W 93mm x H 135mm [3.66in x 5.31in]