



Conference Program Advertising Options

Advertising Rate Sheet:

- **Inside Front Cover (Color):** \$2,500
- **Inside Back Cover (Color):** \$2,000
- **Full Page (Color):** \$1,500
- **Half Page (b&w):** \$750
- **Quarter Page (b&w):** \$500

Artwork Guidelines:

Program Page Size: 8.5" x 11"

Full Page:

Color: 8.5" x 11" (may bleed, provide an additional .125" on all sides.)
(B&W: 7.5" x 10" - no bleeds allowed)

Half Page:

B&W: 7.5" x 4.75" (no bleeds allowed)

Quarter Page:

B&W: 3.75" x 4.75" (no bleeds allowed)

The Conference Program is a bound book. Cross-overs in two-page spreads should take a .5" inside margin into account.

MATERIALS SUBMISSION:

Files must be submitted electronically. No film will be accepted for ad placement in the conference program.

Accepted file formats:

PDF files (preferred): Files must be output at 100%, WITH CROP MARKS, with bleed extending .125" beyond crops on all sides for color ads that bleed. Graphics must be optimized for printing output, with images at a minimum resolution of 300 dpi, and all fonts MUST be embedded.

Native Layout files: An Artwork must be saved as Adobe Illustrator (CS2 or less), InDesign (CS2 or less) for PC or Mac. All linked graphics and fonts used (screen & printer) MUST be included. (Please include a PDF for office reference.)

**Adobe Illustrator, Adobe InDesign, or Adobe PDF files are the only acceptable file formats for your ad layouts.

To Purchase Program Advertisements, Please Visit: www.nabe.org/Advertising