



2011 Annual Meeting MEETING & EXHIBIT PROGRAM

ADVERTISING SPECS

MECHANICAL SPECIFICATIONS

	TRIM	LIVE	BLEED
COVERS			
Full page, 4-color process (spiral bind, left or right edge)	9 x 11"	8.25 x 10.5"	9.25 x 11.25"
TABS			
Full page, 4-color process	8.5 x 11"	7.75 x 10.5"	9.25 x 11.25"
Half page, horizontal, 4-color process (spiral bind, left or right edge)	8 x 5.25"	7.75 x 5"	no bleed
BODY			
Full page, 4-color process	8.5 x 11"	7.75 x 10.5"	8.75 x 11.25"
Half page, 4-color process (spiral bind, left or right edge)	8 x 5.25"	7.75 x 5"	no bleed

FILE FORMATS

Recommended format is PDF distilled by Acrobat 5.0 or higher, set for compatibility with PDF version 1.3 (Acrobat 4); EPS; TIFF. **All high-resolution images and fonts must be included.** Create a separate "FONTS" folder and include all necessary fonts. ASSH cannot guarantee ad reproduction if fonts are not provided. **EPS files must have fonts outlined.** EPS & TIFF files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Line art (Bitmap) images: 900-1200 dpi.

PAGE LAYOUT

Supply as single page files only, 100% size. Created to the trim plus a minimum of bleed indicated on all sides. Keep live matter .5" from trim edges (essential for spiral binding allowance). Crop marks and SWOP color bars must be included, position .5" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or outlined to conform to the file formats listed above.

COLOR

All color images and files are to be supplied as CMYK. Convert PMS colors to 4-color process.

MEDIA

CD-ROM or DVD, Mac format.

PROOFS

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP certified contract color proof, which includes a SWOP proofing bar. Desktop inkjet printer proofs do not meet SWOP specification. ASSH cannot guarantee color match if proof is not provided.