

# 2020 PROGRAM AD SPECS



## DEADLINE

All print-ready electronic ads for the event program are due:  
**August 19, 2020**

## APPLICATIONS

### ADOBE ACROBAT (PDF FORMAT)

All resulting PDFs must be at high resolution, preferably PDFx/1a. All PDFs should be created with crop marks at 12 pt. offset. Fonts must be embedded.

### ADOBE INDESIGN

All linked graphics and Postscript Type 1 fonts included. Utilize package to help obtain these requirements.

### ADOBE PHOTOSHOP

EPS, JPGs and TIFFS accepted. Files must meet a minimum of 300 DPI requirement and must be converted to CMYK.

### ADOBE ILLUSTRATOR

Convert all fonts to Outline. Do not embed images - link them to the document and submit them with the native file.

## UNACCEPTABLE APPLICATIONS

Any word processing program such as Microsoft Word. Also invalid are CorelDraw, Pagemaker, PrintMaster, etc.

## FONTS

Include a copy of all fonts used in your files. All fonts must be Postscript Type I. TrueType formats will not be accepted. If EPS images are linked, please include all linked fonts as well.

## GRAPHICS

PDF, TIFF, JPG and EPS files are accepted. All images should be 300 DPI and supplied at final size. All RGB graphics should be converted to CMYK for printing purposes.

Remove all spot (PMS) colors from file.

## FORMAT

Ads should be submitted electronically, it may be e-mailed to: [chloe@irhealthystart.org](mailto:chloe@irhealthystart.org)

Visit online: [www.dancingwithverostars.com](http://www.dancingwithverostars.com)

## TRIM SIZE

5.5" x 8.5"

## AD SIZES

### FULL PAGE

Full Bleed: 5.75" x 8.75"

Live Area/No Bleed: 5" x 8"

Please Ensure all Critical Image or

Text fall within: 4.75"x7.75"

### 1/2 PAGE HORIZONTAL

Live Area: 5" x 3.875"

### 1/4 PAGE VERTICAL

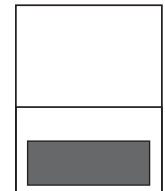
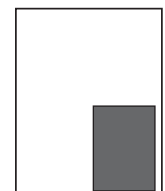
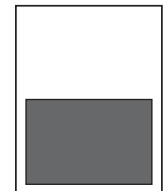
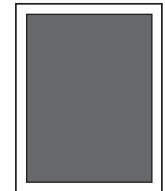
Live Area: 2.375" x 3.875"

### 1/4 PAGE HORIZONTAL

Live Area: 5" x 1.875"

### CARD AD SIZE

Live Area: 2.375" x 1.875"



## AD SUBMISSION

### SEND ALL PDFs TO:

Chloe Rose, Event

Coordinator

email: [chloe@irhealthystart.org](mailto:chloe@irhealthystart.org)

For our advertisers who do not have a camera-ready ad for use in this catalog, we are happy to recommend local graphic designers. Contact us for more info.