



## Ad Requirements

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The program will be CMYK color process.

Ads **will not** bleed and may be placed with a 1 point black border.

Please send only high resolution images (300 dpi at 100% dimension) in PDF or .jpeg format.

**NOTE:** All fonts must be embedded, or converted to outlines. All images within the ad must be 300 dpi at 100% dimension prior to export. All colors within the ad must be in CMYK color process.

### Ad layout specs:

<p><b>FULL PAGE:</b> 7.25"w x 9.5" h</p> <p>Live area: 7"w x 9.25"h</p>	<p><b>HALF PAGE:</b> 7.25"w x 4.7" h</p> <p>Live area: 7"w x 4.45"h</p>	<p><b>QUARTER PAGE:</b> 3.6"w x 4.7" h</p> <p>Live area: 3.35"w x 4.45"h</p>
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***Ads are due as soon as possible, but no later than July 10, 2020 to be included in the conference program. Send to [naswa-meetings@naswa.org](mailto:naswa-meetings@naswa.org).***

- Be sure to include a contact name, phone number, and email address with your submission and include your organization name in the file name.
  - NASWA cannot guarantee that ads received after July 10, 2020 will be included in the program book.
  - If you are unable to submit artwork in the formats requested, there will be a charge to rebuild the file.
  - If you have any questions, please contact [naswa-meetings@naswa.org](mailto:naswa-meetings@naswa.org).
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