

HMQS 2012 Show Program Ad Specifications (Two Column Set-Up)

Show Program Trim Size: 8.125" w x 10.625" h (8 1/8 w x 10 5/8 h)

Ad Sizes:

- Full-page ad (bleed): 8.625" w x 11.125" h

Full page bleed allows 1/4" on all sides. Trim size is 8.125" w x 10.625" h. Live copy area is 7.325" w x 9.825" h (any text or important graphics need to be within this area)

- Full-page ad (no bleed): 7.325" w x 9.5" h
 - Half-page ad (horizontal): 7.325" w x 4.5" h
 - Half-page ad (vertical): 3.579" w x 9.175" h
 - Quarter-page ad: 3.579" w x 4.5" h
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Ad Sizes:

- Back Cover (color): Show Program Sponsor
 - Full-page ad (color): \$700
 - Half-page ad (color): \$350
 - Quarter-page ad (color): \$200
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Ads Accepted ONLY in the following formats & print quality:

- PDF (CMYK, press quality)
- EPS (Illustrator, CMYK, fonts outlined)
- TIF or PSD (Photoshop, CMYK)

Resolution: Photos and logos must be at least 300-dpi resolution for print quality.

Color: All ads are full color.

Please, NO:

- Microsoft Word ads
- Low-resolution graphics and logos (such as 72-dpi web graphics)

****If you have problems creating an ad in an acceptable format or have questions, please contact: Lisa Albertson: (847) 363-8077, nobucoop@xmission.com.****

Cost to Have the ad created OR re-created (if sent in the wrong format):

- \$65 for a quarter- or half-page ad or \$100 for a full-page ad
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Ad Deadline:

- April 1, 2012

Send To:

- nobucoop@xmission.com
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****Do not send files larger than 8 mb. To send a larger file, please go to www.YouSendIt.com and e-mail to nobucoop@xmission.com FREE or charge.**

Payment Information:

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