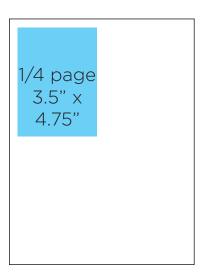


Texas Lung Cancer Conference

AD SPECIFICATIONS 8 1/2" X 11" PUBLICATION



1/2 page 7.5" x 4.75" full page
8.5" x 11"

must include
1/8" bleed

live area
8" x 10.5"
(saddle-stitched)
7.5" x 10.5"
(perfect-bound)

DOCUMENT

- Create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim
- On full-page ads, please allow an 1/4" margin from the trim for text and images. For a perfect-bound publication, please allow 1/2" margin from the trim on the sides.

IMAGES

- All images should have a minimum resolution of 300 dpi at 100%. Do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

COLORS

 All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

FONTS

- Use only postscript, open type and true type fonts.
- Avoid system fonts.
- Be sure to supply the fonts for any artwork used in your document if they are not converted to outlines in the artwork.

TRAPPING

• Please do not apply trapping to submitted files.

NATIVE FILE SUBMISSION

- When submitting native application files, please provide the native application file and all supporting image files and fonts used.
- Zip or stuff the document, all fonts and images used before submitting via e-mail or FTP. There is a higher risk of file corruption when files are not compressed before transfer.

ACCEPTED FILE FORMATS

- .pdf Press-ready (Includes bleeds with all fonts embedded).indd - Adobe InDesign 2.x-CC
- .ai Adobe Illustrator 8.x-CC

FILE DELIVERY METHODS

- FTP (Compressed and placed in a jobspecific folder)
- Email (Files less than 10MB)