

# 2017 Annual Conference Program Advertising Specifications



## **Program Specifications**

Finished trim size: 8 1/2 X 11 inches  
**Cover & Text:** Prints 4-color process  
Screen: 133 to 200 line screen

## **Ad Sizes and Costs**

**Cover & Text:** Prints 4-color process  
Full-page with bleed  
(vertical only): 8 3/4 X 11 1/4 inches includes: 1/8 inch bleed all around  
(8 1/4 X 10 3/4 inches live area)—**\$1100.**

Half-page, text pages  
only, with bleed  
(horizontal only): 8 3/4 X 5 3/4 inches: 1/8 inch bleed all around  
(8 1/4 X 5 1/4 inches live area)—**\$600.**

## **File Formats**

Fonts, Photos, Logos: Encapsulated Postscript Files (EPS)  
TIFF (300 PPI)  
PDF (High Resolution, Press Quality, imbed fonts)

## **Proofs**

4-color Process: Composite Proof  
PMT or Equivalent

## **Information**

Rates and availability: Linda Cunningham, 202-624-2405  
lindacunningham@acli.com  
Technical questions: Jim Bishop, 202-624-2363  
jimbishop@acli.com

## **Schedule**

Ad materials due on: **Thursday, August 31, 2017**  
Email AD to: [RameyLynch@acli.com](mailto:RameyLynch@acli.com)