



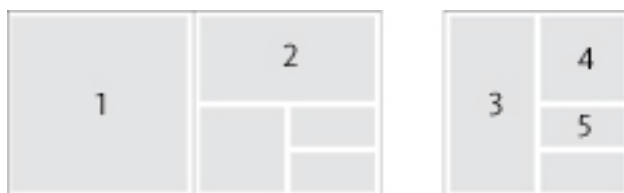
## PROGRAM BOOK AD SPECIFICATIONS

### 25<sup>th</sup> Anniversary Celebration Program

Please reserve your ad space by October 20<sup>th</sup>. 500 copies of the program (7.5" x 7.5") will be printed using offset lithography with a full color cover (including the front and back inside cover) and black & white inside pages.

#### *Ad Specifications*

- **Dimensions** – these are the exact sizes of the ads (gutters and margins have been accounted for).



1. Full-page – 7" x 7"
  2. Half-page horizontal – 7" x 3.375"
  3. Half-page vertical – 3.375" x 7"
  4. Quarter-page – 3.375" x 3.375"
  5. Eighth-page – 3.375" x 1.5625"
- **all ads must be at least 300 dpi** – either the entire ad itself or any placed images within the ad must be provided at 300 dpi (or more) at 100% scale.
  - If possible, please provide your ad as a **PDF** (grayscale for inner pages, CMYK for cover) with **all fonts converted to outlines** and **placed images at 300 dpi**. Otherwise, please convert it to a **300 dpi TIFF** (grayscale for inner pages, CMYK for cover).

If you have any questions about the ad specs or program production, please contact Kathy Shimizu at [kathy@shinnova.com](mailto:kathy@shinnova.com) or 215.474.2825.